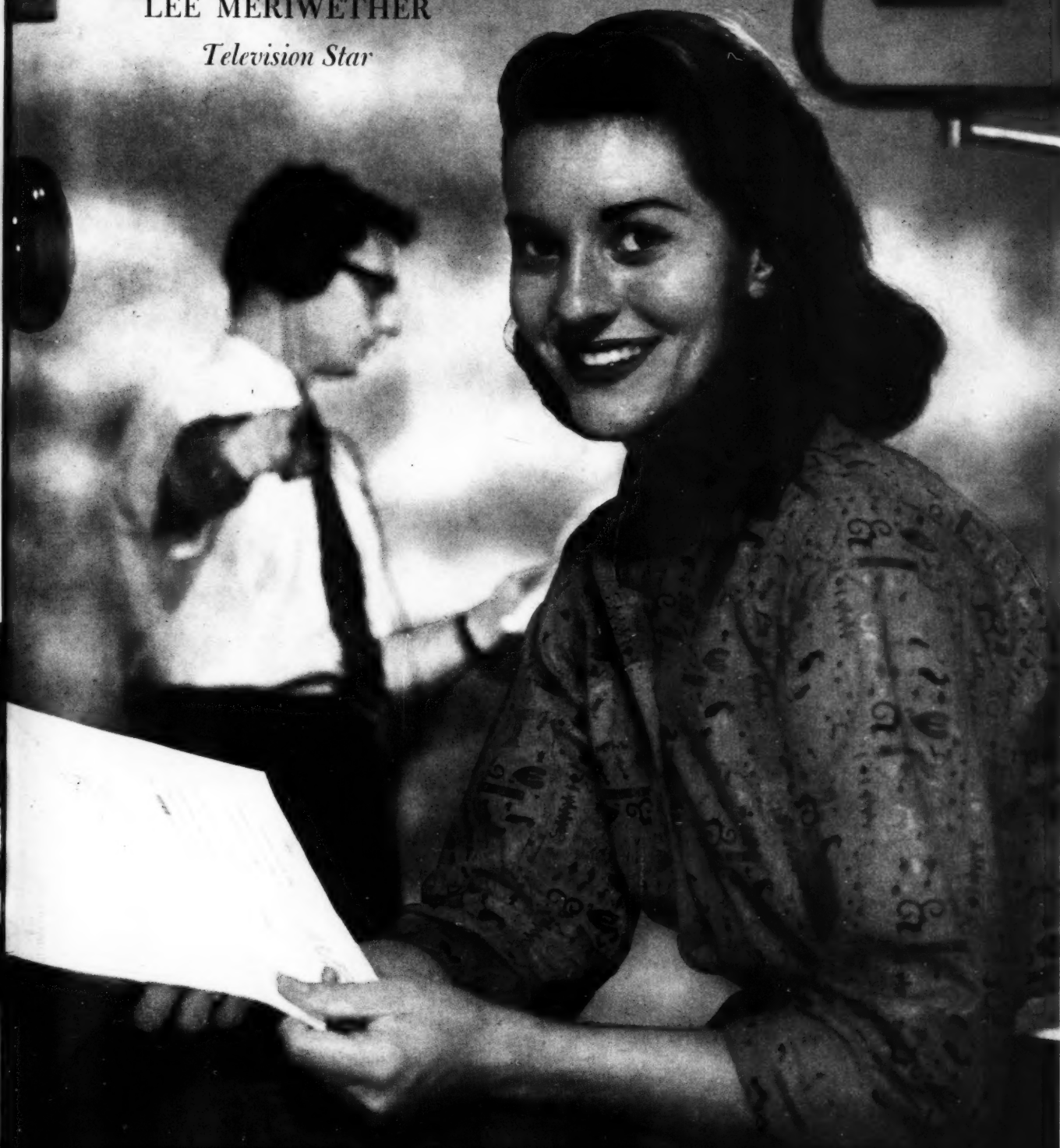


LISTEN

A
JOURNAL
OF
BETTER
LIVING

LEE MERIWETHER

Television Star



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Double Trouble

Hang-over cures have become a \$50,000,000-a-year business in the United States, according to *Newsweek*.

More Abstainers

The Gallup Poll shows that 58 per cent of adults in the United States use alcoholic beverages now as compared with 60 per cent a year ago. In 1945, 67 per cent of the adult population were drinkers and 33 per cent abstainers. About 4 out of every 10 drinkers consume wine or beer only. Based on an estimated adult population today of 103,080,000, this would indicate that approximately 59,700,000 persons use alcoholic beverages, compared with 43,000,000 teetotalers. A year ago 46 per cent of the women interviewed said they were abstainers. Today the figure is 50 per cent.

Teen Drinkers

Only 16 per cent of the nation's high-school students actually approve of drinking, according to a Purdue University nationwide poll. More than 37 per cent do drink, however. Parents of 68 per cent of today's teens have forbidden them to drink. Some 58 per cent have had at least one drink. Twenty-two per cent seem undecided about the use of intoxicants.

More boys (21 per cent) than girls (11 per cent) approve of drinking, more Catholics (22 per cent) than Protestants (13 per cent), and fewer Southerners (7 per cent) than Easterners (22 per cent), Midwesterners (16 per cent), or Westerners (21 per cent).

Of those who have taken drinks, almost half began drinking before they were fourteen. Thirty-five per cent of all adolescent boys drank before they were fourteen, as did 38 per cent of Catholic youth. Of the 37 per cent who consider that they drink regularly, about half confine their use of intoxicants to their homes, 13 per cent do most of their drinking at social events, only 2 per cent frequent taverns, and 4 per cent consume alcoholic beverages in all these places.

Typical Portrait

Is there such a thing as a typical alcoholic?

Yes, says the nation's first state commissioner on alcoholism, Harold W. Demone, Jr., of Massachusetts. He says that half the country's 4,750,000 alcoholics are third-generation Americans; half are under forty; 20 per cent are women, 96 per cent of whom have been married, and in 45 per cent of the cases to an alcoholic husband. The average alcoholic comes from a large family, in about 30 per cent of the cases one or both of his parents were alcoholics, he has a better-than-average education, and he marries and divorces at a higher-than-average rate, but with fewer children.

Vodka Sales

Sales of vodka have increased rapidly, and will probably rank second only to blended whisky by 1962. The retail market now is estimated at \$350,000,000 annually.

Alcoholics in Crime

Seventy-five per cent of the inmates of the Onondaga (New York) Penitentiary are alcoholics, the local committee on alcoholism there has found. Some 36 per cent of the arrests in Syracuse in 1956 were for public intoxication.

Not Skid-Row Derelicts

In a typical Ontario, Canada, county it has been found that 48 per cent of its total alcoholic population, or 698, were in skilled and semiskilled occupations; 7.4 per cent white collar; 5.5 per cent professional, managerial, or business owners; 29.3 per cent unskilled; 6.3 per cent transient or casual; and 3.5 per cent retired.

Permanent Brain Damage

Statistics compiled by the National Institute of Mental Health show that of the 139,608 alcoholics committed to civilian mental institutions (1953-55), a total of 24,188 were diagnosed as having chronic brain syndrome (permanent brain damage resulting from alcohol).

LISTEN

A Journal of Better Living

MARCH-APRIL, 1958
Volume 11 Number 2

OUR COVER

The world of television is indeed complex and competitive, as any aspiring star can testify. There is no other place where it is easier for a person to be shunted aside or to be entirely ignored than around television studios.

However, Lee Meriwether, with her personal magnetism, her innate naturalness, her developing skills before the cameras, is not one of those being left behind in the complicated world of lights and lenses.

From the time of her first big break as Miss America, and then her fourteen-month stint on Dave Garroway's "Today" program, she has been unswerving from her chosen career. Cognizant of the fact that time is an element in this profession, she is willing to abide that time, and is filling the days full of diligent study and practice between TV appearances.

"Listen's" cover, taken by Three Lions Studio, in New York, catches the ready smile and youthful charm that make her so attractive on the TV screens of America.

PHOTO CREDITS

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Editorial Office: 6840 Eastern Ave., N.W., Washington 12, D.C.
Editor: Francis A. Soper, Manager, Subscription Service: H. K. Christman
Editorial Assistant: Sue Taylor Baker, Assistant Manager: E. M. McCormick

Editorial Consultants:
Winton H. Beaven, Ph.D., Director, Institute of Scientific Studies
W. L. Halverson, M.D., D.F.H., Former Director of Public Health, California
Matthew Hill, Washington State Supreme Court
Andrew C. Ivy, Ph.D., M.D., D.Sc., LL.D., University of Illinois, Chairman of the National Committee for the Prevention of Alcoholism
Joseph T. Zottoli, Boston Municipal Court
Cyril B. Courville, M.D., D.N.B., M.Sc., Director, Cajal Laboratory of Neuropathology
George T. Harding, M.D., D.N.B., F.A.C.P., President and Medical Director, Harding Sanitarium and Hospital
Laurence A. Senseman, M.D., D.N.B., F.A.C.P., Director, Fuller Memorial Hospital

Publication Office: Pacific Press Publishing Association, Mountain View, California
Office Editor: Charles D. Utt

Burden of Proof

IN WASHINGTON, D.C., any new liquor license or transfer of license has to be approved by the Alcoholic Beverage Control Board. In considering new applications for such licenses, the ABC has until recently put great weight on the stand of civic organizations. Many licenses were refused because of the opposition of such groups. Also considerable attention was paid to objections raised by churches and schools, and to petitions circulated by citizens' groups.

In an about-face, however, that is attracting nationwide attention, the ABC is making it virtually impossible to contest successfully the granting of a license. Here's an example of how the new Board policy works:

At public hearings the transfer of a liquor license was vigorously opposed by two citizens' groups, two large churches, a major high school, and nearly 1,000 petitioners. Yet the transfer was granted, on the claim that the petition signers did not represent the actual majority of citizens in the area and that all nonsigners therefore automatically approved a liquor store in their area by "voicing no objection."

The Board discounted the significance of opposing resolutions by civic groups. To the main argument presented, that the new liquor outlet would have an adverse effect on children and young persons attending schools, churches, and the nearby public library, the Board said that it was "unable to perceive how school children could be adversely affected." The report went on to claim, too, that "no adverse effect upon nearby churches would come" from granting the license. This line of argument is becoming convenient in order to grant new licenses.

Though this situation in itself is local in character, affecting only the District of Columbia (where, incidentally, there are already upward of

50,000 alcoholics), it is typical of a trend in many places. Reports coming from widely separated areas show that residents are having less and less to say about what they get in their own community, and are encountering more difficulty in keeping out of their neighborhoods the undesirable businesses they don't want.

They have looked to their church to uphold high standards and shield from evil. Now, when the church tries to perform that duty, its voice is blatantly ignored.

They have looked to their school to instill and preserve ideals in the youth. Now even the youngsters can't be safe from sinister evils crowding ever closer to the school grounds.

Citizens have developed civic organizations to help assure good living conditions. Now the influence of such organizations is discounted when brought to bear to raise living standards.

It seems evident that the procedure in this whole matter of granting liquor licenses is in reverse. Why should the burden of proof always fall on the members of the community who are striving to protect citizens and youth.

The burden of proof should logically be put on the license applicant, that he be made to prove conclusively that the community into which he proposes to go with his liquor store really wants it. At present no major effort is being required by either the examining board or the applicant to probe community reaction.

This is all the more essential in view of the fact that, by and large, churches look on liquor outlets as a potential danger, schools consider them a menace, legitimate businesses shy away from them, and real-estate men admit they jeopardize property values. In short, they are "suspect," and should be made to prove themselves in order to be accepted as part of any community.

Francis A. Soper

LIKE many persons, I was first introduced to barbiturates by a reputable doctor. That was twelve years ago, before the medical profession became fully aware of the real damage that sleeping pills might do. I was casually warned not to take too many of the capsules, but I never had any trouble getting prescriptions for them in any amount, anywhere.

I took the pills only occasionally, and then only one capsule at bedtime. Often I would refrain from the use of them for weeks at a time; then suddenly something would occur that made sleep difficult for me, and I would resort to the bottle of pills kept handy for emergency. It seemed that these emergencies became more and more frequent, so that after a time one capsule was no longer sufficient to ensure a night's sleep. About two o'clock in the morning I would awaken, and at once knew that I would sleep no more if I did not take another pill; so I did not hesitate to take the second pill.

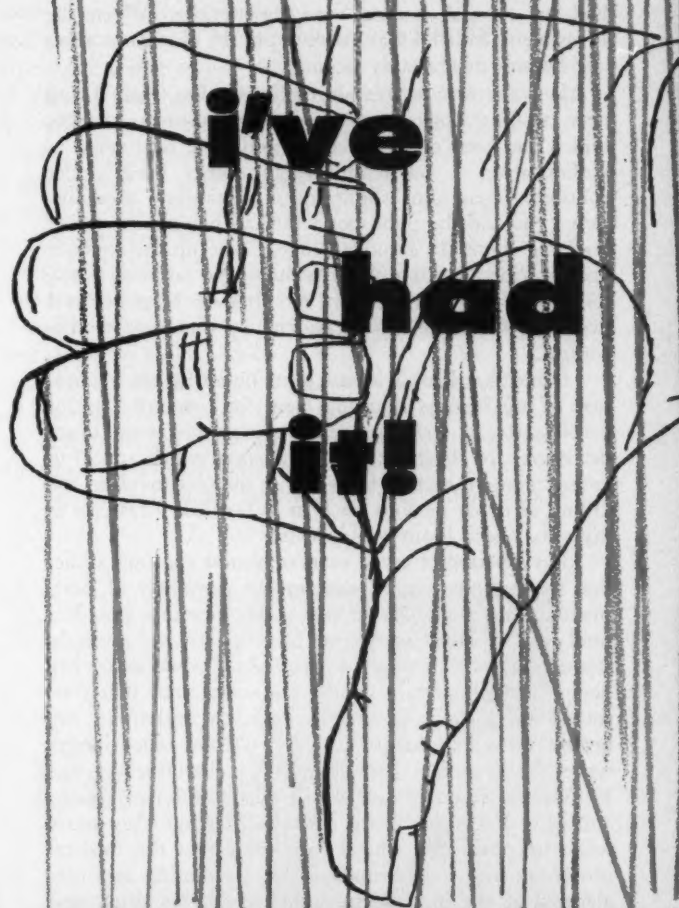
For a limited time, I took two pills each night, one at bedtime, and another about 2 a.m. Soon, however, I found that one pill would no longer put me to sleep at bedtime, so I became a three-pill-a-night user.

In the years that followed, this became a standard dosage for me. Never, except under *very* unusual circumstances, did I use four, five, or six capsules a night; nor did I ever take additional capsules unwittingly, as sometimes happens, when the user forgets he has already taken several. At no time did I ever attempt to commit suicide by taking a huge overdose.

For several years I was sure that I was fully in control of the barbiturate habit. About once a year I would stop taking the pills for a week or so, just to prove that I could get along without them; but each time I was shocked to discover that I was mistaken, for the need seemed greater than ever, and I would be sick for a week or more after dropping out the pills. When I stopped taking them, I would acknowledge to myself that I would be a fool to take them again, but something would develop that made my sleep difficult, and I was sure to awaken before midnight and go in search for the pills. I found myself back on the three-pill-a-night schedule.

As I continued the use of barbiturates I became aware of a gradual change which had occurred within myself. This was evidenced both in my daily contacts with people and in my work as a writer. In dealing with people, I became more and more irritable. Small difficulties would appear magnified, and I was always far too ready to take offense. Whenever crossed, I found myself possessed of a sudden deadly rage, often accompanied by a secret, but driving, urge to kill. This was something utterly foreign to my normal good nature.

Barbiturates appeared to stupefy that normal fear of consequences which prevents most of us from doing many foolish things. When I was full of this stuff I had little fear of anything. I could enter into any sort of business deal without the slightest misgivings. Natural wholesome caution was dormant. I felt that I could not fail in any undertaking.



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In this frame of mind I made a number of stupid investments that certainly would not have appealed to me had my normal caution been functioning. When the investments failed, I was quick to put the blame on others and became increasingly morose.

My work as a writer also suffered. For years I had been writing books and articles on business subjects, which had been readily received and were considered as authoritative. I was completing another book under contract, when some slight misunderstanding arose between me and the publisher who had bought six earlier books of mine. In a sudden rage, I tore up the contract and informed the publisher that he would not receive any more book manuscripts from me. It took years before I overcame the ill-feeling occasioned by that lack of self-control.

I found that I could secure some outlet for the viciousness of my feelings resulting from the continued use of barbiturates, by writing a series of wild blood-and-thunder stories for those "action" magazines which appeal to young men. In each of these stories the plot involved the killing of many persons, each in as horrible a fashion as my unbalanced brain could devise.

After a period of seven years of almost constant addiction to sleeping pills, I found myself genuinely ill, both mentally and physically. It was at this time that I made a final effort to break away from barbiturates, and notwithstanding a drastic struggle *I found that I could do it*. My doctor had been warning me for some time that continued use of the pills would completely undermine my health. Now he told me that he could not much longer write those endless prescriptions for barbiturates—the Nembutals, Seconals, and all the others, differing in size and color but never in the potential damage they cause when uncontrolled. The doctor knew that the medical profession and the lawmakers were becoming seriously alarmed at the increase in addiction to this drug, and state laws regulating its sale were becoming increasingly stringent.

Throughout this dark period of my life my wife never complained; yet the things she endured must have been most unpleasant. A habitual user of barbiturates is no easier to live with than is any other drug addict.

During the early years of my life I had never tasted liquor, but as I entered middle age I gradually formed the habit to a slight degree, but later on I began to realize that I was drinking larger quantities and indulging more frequently. Later I was to discover that many alcoholics are also heavy users of barbiturates.

When I became convinced that I could not stop taking sleeping pills of my own accord, my doctor recommended immediate hospitalization. I entered our community hospital and for two nights was not given any barbiturates, but in their place I was given intravenous injections of procaine, and nightly doses of paraldehyde—a horrible-tasting mixture that makes a person unconscious for a few hours at a time. After two nights of this treatment I got out of bed, dressed, and went home. I was more sick than I had ever been, and still addicted to sleeping pills, and, to make matters worse, my hospital bill for those two nights was nearly \$100.

By this time my earning (Turn to page 23.)

Apart From the Trodden Way

Helen deLong
Woodward

CAPRICIOUS, vivacious, tender, all-loving Nature, in gentlest or wildest mood, appears to abhor any duplication. No two trees, flowers, leaves, or even snowflakes, in their delicate tracery, are identical.

Yet man, nature's highest manifestation, seems to hold an instinctive fear of anything in his own stature not labeled "standard" or "average." The world employs the strong abrasives of criticism, gossip, ridicule, and cold-shouldering to rub down any point of deviation which might endow a character with priceless jewellike quality. In the world of our feathered friends chickens will peck to death one of their kind who shows any sign of being different.

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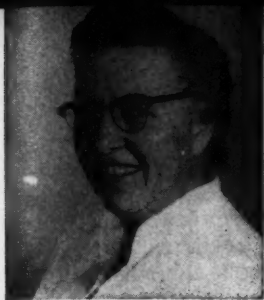
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In these, as in every case of individual accomplishment, through endless trial and error, discouragement after discouragement, defeat after disheartening defeat, there still burned, weakly perhaps at times, but nevertheless steadily, that divine spark of individuality.

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In an ideal marriage the personalities of husband and wife complement and are enhanced by each other, and the successful working out of such a union is based on the retention by each of his own distinctive attributes, which weave into and enrich the life of the other and consequently the world. This should in no way mean a flaunting of personalities, but a quiet, dignified assumption by the individual of his status and a respectful recognition by others of his capabilities.

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LISTEN interviews
M. Dorothea Van Gundy,
Nutritionist
International Nutrition
Research Foundation

Primarily a nutrition educator, Miss Van Gundy travels widely in conducting community classes in applied nutrition. Nearly every corner of the United States has received the benefit of these practical demonstrations.

Even in her high-school days she took all the home-economics courses she could get and followed through with college and graduate study in the same field. Since the completion of her formal training she has applied her wide knowledge in a variety of positions in hospital dietetics, college, clinical work in medical offices, home-economics teaching, lecturing, and consultation work.

When asked what started this interest in nutrition, she replied:

"Well, that's a rather long story. I was born into a family who were interested in food and food preparation. Very early in life I can remember standing behind the counter in my uncle's cafeteria in Berkeley, California, to serve bread and butter to his customers when one of his employees was sick. My mother tells me that at the age of two I climbed up on a neighbor's table and mixed the butter and sugar together. They all declared I was trying to make a cake.

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We often hear the word "nutrient" used in connection with food. What is a nutrient?

A "nutrient" may be defined as one of the elements found in our food that is essential to the body. All our food may be broken down to seven essential nutrients. These are proteins, fats, carbohydrates, vitamins, minerals, bulk, and water.

Can you state the function of these seven nutrients?

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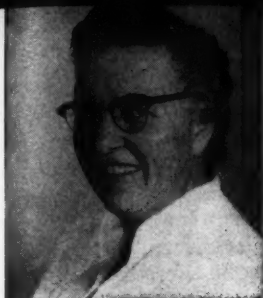
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Note

The fact that alcoholic beverages, such as wine, beer, and rum, are being advertised more and more in connection with cookery opens up the whole question of alcohol and its relationship to food and food preparation. To get the answers authoritatively, *Listen* in this issue begins a series of question-and-answer interviews with Miss Van Gundy, internationally known authority on nutrition and food preparation. The second in the series will answer the question, "Is Alcohol a Food?"

the vital forces." I think this covers it pretty well.

Would you think a material to be classified as food would have to meet all these requirements?

Not necessarily. A material would not need to furnish all the essentials in order to be classified as food. We do find some foods that furnish only one or two of the essentials, but most of them provide several.

Does food ever act as a depressant in the body?

Yes, I think it is possible for food to act as a depressant.

One of the most common digressions in food is overeating. Eating is such a pleasurable experience that many like to prolong it as much as possible. When the stomach is overloaded it is much like an overstoked furnace. The fire will not burn well because there is too little draft. In connection with food, it will not digest properly if too much food is put into the stomach. This delay in digestion often brings about fermentation, with all that accompanies it. This can cause a dulling of the mental process in much the same way as a depressant works. I suppose that's the reason why when we eat an extra heavy meal it often makes us sleepy and it is hard to do any mental work.

Is there any other way that food might act as a depressant?

Yes, when we eat between meals it has much the same effect. When food is taken between meals, the food may be held in the stomach for as long as twelve to fourteen hours. If you would take a jar and put everything in it that you eat at a meal and pour the dessert in on top and then some liquid, stir it all up well, put it in a warm place for twelve to fourteen hours, you'd really have "home brew" for sure.

(Turn to page 27.)

San Francisco Conference on Alcohol Problems

Reported by Mary Ogle

If one of every six Californians were stricken suddenly with Asian flu, the entire state would be aghast. Yet comparatively little attention has been paid to a condition that has taken just such a toll—alcoholism. Society cannot afford to turn its back on the drink problem and pretend it's not there. What touches one touches all.

Rising concern about the alcohol problem resulted in a Conference on Alcoholism held in San Francisco last year on September 26, 27. The first of its kind in the West, this meeting brought together laymen, physicians, sociologists, clergymen, and industrialists to tackle such issues as alcohol and the homeless man, the effect of drinking on the family, the female problem drinker, and industry.

San Francisco is beginning to realize its own alcohol problem. Its people drink $3\frac{1}{2}$ times as much as the national per-capita average, and they suffer from $3\frac{1}{2}$ times as much cirrhosis of the liver. California leads all other states in drinking problems. There are 600,000 persons in California who are either alcoholics or shortly will be, according to Dr. Malcolm Merrill, state health director.

Dr. Jackson Smith, University of Nebraska neurologist and psychiatrist, said at the conference, "Alcoholism can be keyed to the days of the week. If a man is continuously absent on a Monday, his employer should suspect alcoholism." He continued, "For the first ten years of his drinking, the alcoholic shows an unusual ability to 'bounce back' physically. Then his ability rapidly fails, along with his liver, his job, and his marriage."

Dr. Ellis D. Sox, San Francisco health director, said that present-day methods of dealing with alcoholism catch the problem too late. He said, "Most alcoholics come in

for treatment when their lives are already wrecked, their jobs gone, their marriage ruined, and their livers shot."

There are some 22,000 female problem drinkers in San Francisco, according to Dr. Frederick Boyes of the San Francisco Adult Guidance Center.

Dr. Boyes drew this composite sketch, based on women who have come to the center: She's about forty. She's been drinking heavily at least eight years. She's probably been in the State of California many years or is a native Californian. And she's probably divorced, has had children, and either has been or is now supporting herself and her family. So she's not a bored housewife.

Canon Edward B. Ferguson of Grace Cathedral, San Francisco, noted, "Alcohol is conveniently available for the woman drinker here, but we have not yet reached the point where the 'Woman of Distinction' is portrayed in liquor ads."

On its last day, the San Francisco Conference on Alcoholism recommended that the law be changed to permit the courts to send alcoholics to hospitals and clinics for treatment by civil action instead of only after convicting them of being drunk in a public place.

The Conference recommended that teen-age children be told about alcohol in the schools, that they may (1) avoid trouble and (2) understand their alcoholic parents.

Recognizing the toll in productivity that drinking takes in business and industry, the Conference chided businessmen for having only one solution to the problem: Fire the man or woman involved. The state rehabilitation center was asked to spend \$10,000 on a pilot treatment center in a San Francisco factory or business house.

DANGER

for drivers



What happens when a driver takes "one for the road"?

Before he recognizes it himself, and before observers see any visible signs of intoxication, he already is less able to operate his car normally. These vivid photos, based on a traveling American Medical Association exhibit, show impaired vision and reduced judgment.

Actually, these things happen long before the blood alcohol reaches .15 per cent, the legally recognized point of intoxication; in fact, they show up at about one third the legal level.

After he drinks, a driver's vision begins to dim, "like putting on dark glasses after sundown." Also it gradually narrows the field of clear discernment. Along with this, the reflexes slow and judgment fades.

People who worry about a drinking friend when he sways and stumbles are worrying much too late, as one Indiana state trooper points out.

"If you wait for visual symptoms, you wait too long," he says. "It isn't when he gets clumsy that a drinking driver is in trouble, but with the first effects on his judgment, his ability to see and to decide."

This day of power and speed under the hood is indeed no time to have drinks under the hat!



Sober driver with normal vision sees whole intersection clearly, including objects on each side.

With as little as "a couple of beers," or a cocktail, his vision begins to "tunnel" to center, judgment starts to wane, and reflexes become much slower.



At .15 per cent alcohol in his blood, he is legally inebriated, and his vision and judgment are at low ebb.





▲ Band Leader Lawrence Welk and his popular singer Alice Lon ride a flower-decked Rose Parade float in the annual New Year's celebration in Pasadena.



▲ Mother takes time out from her busy rounds and gets set for a race with sons Bobby, Clint, and Larry. At the moment these three vigorous boys seem more interested in looking at each other than in breakfast.



One of my most urgent suggestions to teen-agers is one that might be hardest to accept, says—

Alice Lon

"Champagne Lady"

Interview by Duane Valentry

DESPITE her misleading musical title, Alice Lon, whose fans number in the millions, doesn't drink champagne, or any other alcoholic drink—and never has.

The glow that radiates from this "Champagne Lady," who sings with the popular Lawrence Welk band, is a glow that comes from an inner joy and love of life, a glow needing no artificial stimulus.

"I've never felt the need of an intoxicant," she says. "I've always been full of pep and enjoy life to the fullest."

How does this attractive entertainer manage this, hobnobbing as she does with show-business luminaries and many other well-knowns at parties and functions?

"I take ginger ale and usually hold the same glass all evening," she explains. "Ginger ale provides all the bubbles I need."

In 1953 Lawrence Welk decided to let his television audiences select a new feminine singer for his group. Many were tried, but Alice was chosen, with thousands of letters requesting her. A call even came from a school principal, saying, "My 800 children vote for Alice Lon. If you want us to, we will have them sign their names to a petition."

Part of the explanation for the Lon appeal, which seems to go out to all ages and types, is the wholesome happiness she radiates. According to her mother, her first word was "Sing," and she has been singing ever since.

Born in Kilgore, Texas, Alice made her singing debut at the age of four on the local radio station in a duet with her sister Betty, while her mother played the piano. She received fan mail.

"Listeners thought she was at least eight," her mother remembers, "but I can vouch for her age, for one of the girls held Alice in her arms so she could reach the mike."

It was natural that a child who sang more readily than she talked should study music. Alice practiced by singing several times a week around the community, even at Chamber of Commerce functions. By the time she was twelve she was doing a weekly radio program with a sponsor, a local used-car dealer, for a salary of \$5.

During high school, Alice went from school to school selling war bonds. "She also sang at nearby Camp Henderson," her mother recalls. "In all, we drove about 100 miles twice a week for these appearances, and in the process wore out two cars."

Young Alice never dreamed that her patriotic singing was dress rehearsal for her future job with one of America's most popular maestros. As a teen-ager, Alice met with the usual social pressures, and she and her parents had many a discussion on the subject.

"Some of the girls in my class began to smoke and to drink when they were sixteen. I asked my parents what to do about it. I felt awkward when all the other girls had a drink and I didn't. Then mom had a good

(Turn to page 23.)

Are "good" homes sometimes schools of dishonesty?



Pattern for Parents

Louise Jean Walker



"**H**AVE you heard that young Stephen is in jail?" someone asked me suddenly one morning. Then the inquirer added, "I don't see how he could have done such a thing! He comes from such a good home!"

This observation is so often made these days that it is trite; but the question arises, Are the homes from which these unfortunate young people come really *good* homes? Perhaps the home environment is that of many American homes in which the practices of parents often do not square with their profession.

Let me ask, As a parent, how do you score in respect to obedience to law? We know that example is more effective than precepts. Here are a few of the common danger zones in this respect:

1. *Disregarding Traffic Regulations.*—Parents often ignore the speed limit when driving, and enlist the aid of their youngsters in watching out for the motorcycle cop, or the police car, to avoid getting caught. Then, too, they permit their teen-ager to drive without a license, and then try to protect him from his punishment if he is caught. Furthermore, pedestrians, accompanied by their children, often disregard the red light on the street corner, insisting that they cannot wait for the light to change, and plunge across the danger zone.

2. *Buying Firearms.*—Careless or unthinking parents often buy firearms for their children, when they know it is against the law.

3. *Hunting and Fishing.*—Fishermen and hunters show disregard of the laws for the protection of wildlife by shooting pheasants or other game before the season opens; and also disobey the law governing the standard size of fish which the fisherman is permitted to keep, when his line brings in fish too small to meet this standard. Instead of throwing the fish back into the water, he slips

it into a bag and carries it home. Children love to go fishing with their parents, but they are close observers. "If dad does it, guess I can do it, too," is the logic used by Junior.

4. *Litterbugs.*—Adults frequently throw refuse and empty bottles from their cars, into the street or onto vacant lots. These same litterbugs drop cigarette butts, candy wrappers, half-empty bags of popcorn, et cetera, around the entrance or the foyer of public buildings, or on the sidewalk. On picnic occasions the ground is left with refuse scattered in all directions.

5. *Cutting Dogwood Trees.*—Although there is a law prohibiting the cutting of dogwood in the woods and along the highways, yet irresponsible adults are seen in the spring breaking off branches, and even digging up roots to transplant in their own gardens. Such disregard for public property on the part of parents or adults results in nullifying the law and setting a bad example to youth.

6. *Lack of Integrity in Small Things.*—The lack of integrity and sincerity on the part of some parents often bewilders their youngsters. For example, Mrs. Smith maligns or ridicules her neighbors and friends behind their backs, but greets them with a cordial and welcome smile at the front door. Daughter Mary and son John are baffled by such strange conduct, and will be tempted to practice similar deceptive ways in mingling with their junior friends.

The practice of snickering when youngsters purchase and use junior tickets which are intended to cover applicants of lesser age, or travel on half fares, is unworthy of good parents, and is seed sowing which brings forth evil fruit.

7. *Political Deceit.*—Often we hear adults loudly proclaiming, or pointedly insinuating (Turn to page 34.)

1. In this picturesque little valley lies David, a community of three-room cottages, each containing its own bathroom, hot-and-cold running water, and renting for \$20 a month to miners and company personnel. In the background is the David grade school.

2. The prospect of riding down into the mine for the day's work is not so forbidding as it used to be. For one thing, the day is shorter—eight hours, of which one is consumed by portal-to-portal time in car rides like this.



The Drudgery Has Gone

Perhaps the quiet little community of David, Kentucky, will never be in any national spotlight, but its story shows how even small towns are in these days climbing up the ladder from poverty and mere sullen existence to progressive, comfortable, and modern living.

During the past few years David has changed from a marginal farming community to one of modern coal mining. Instead of raising corn, the residents there raise—or dig—coal. In the mines they have found a change from the pitiful life afforded them by their former careers as marginal farmers on the barren, sandy soil of that region.

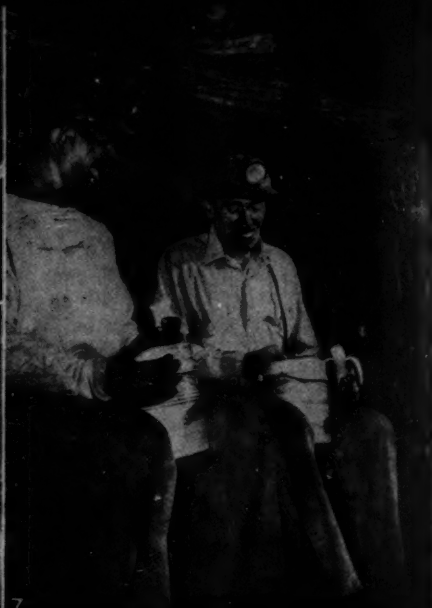
In the early 1940's they gave up their small farms, moved into a row of modern white cottages, began to learn how to operate the comparatively complex machinery of the

mine, and found out how they could vastly improve their standard of living.

For the first time in generations their children, without exception, are going to school. Electricity has been brought in, roads have been built, and not a few now own automobiles. Many of the detrimental influences of the big city have not been felt in this town of hard workers.

This community of 100 families, like many others in this region, has gone to work in the mines because such labor enables the men to earn at least five times what their fathers, or even they themselves, earned a few years ago.

The drudgery has gone out of the mines, and the hours are short. The drudgery has gone out of the life of the miner's wife, too. She has everything the big-city wife has, but with the peace of a small town.



3. Modern, mechanized mines use electric locomotives such as this one. Although the men work in low-seam mines where they cannot stand upright, they work with machines which permit them to sit in comfortable positions as they work. Miners are among the highest-paid workers in the 158 mass-production industries in the United States.

4. At home with his family, this miner enjoys the profits of his labor. In addition to his income, he and his wife may operate the soda-fountain concession in the town. He may also be on the union's safety committee at the mine in which he works. Years ago a miner never had time to do these things.

5. As with many another industrial worker or athlete, the miner changes into his work clothes in the locker room provided at the place of work. This locker room has radiant heating in the floor. His coal miner's togs, including hard-toed boots, hang suspended from the ceiling when not being worn. This young man is mining for his first year. Hardly any men enter the mines to work before they are twenty.

6. In dramatic contrast to the blackness from which he extracts his livelihood, this mine worker and his ten-year-old son sit in the gleaming whiteness of their kitchen. Where only a few years ago even a primitive icebox would have been out of the question, they today enjoy the convenience of an electric refrigerator. Shortened working days and labor-saving devices in the mines help contribute to frequent sessions at home with the family.

7. The companies have no cafeterias or lunchrooms, for that would mean incessant washing of personnel and equipment as they troop in from the dusty mines. The men eat at their posts with a half hour for lunch.

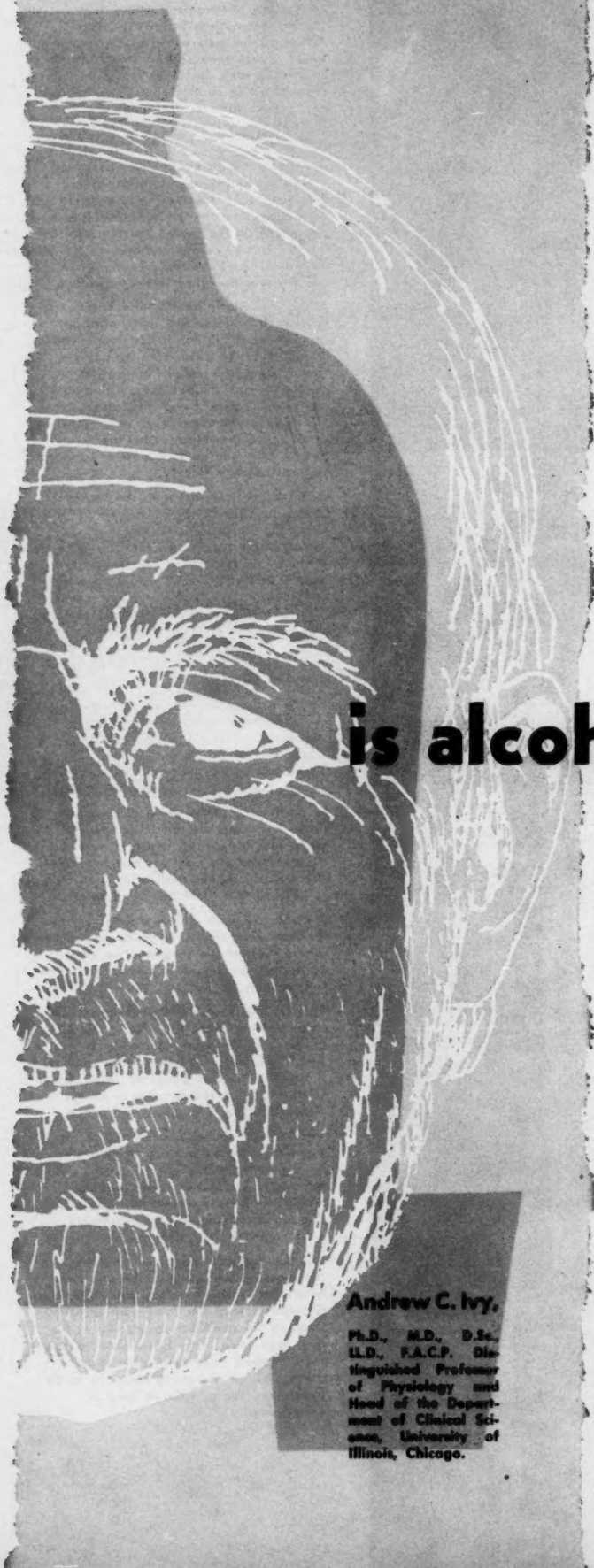
8. At the end of the week comes pay time. The miner's immediate boss has given him a pay slip which is now presented at this pay window for cash. The slip is checked with him personally to be sure that there has been no error.

9. A simple town church stands next to the new giant tipples, or processing plant, where most of the congregation earn their daily bread. Attendance at church is excellent.

10. The Girl Scouts of David have their own meeting place in a rustic cabin, once a coal-company substation to which has been added a large kitchen, a fireplace, and a porch on three sides. Of the total of 100 families in town, almost half have a girl in the group.

11. A new member is admitted to the Boy Scouts as the oath is administered by the town pastor. In one year, under this pastor's direction, they planted 2,000 young trees of walnut and pine, so that the coal company may someday have a supply of timber for the mines.

12. The day shift begins at seven in the morning and ends at three in the afternoon. Many of these men will then be able to take the family for a spin through the neighboring country in the new cars they have been able to buy. Most of them have been able to put away enough money to keep the lunch pails filled for a while in case of emergency.



Andrew C. Ivy,

Ph.D., M.D., D.Sc.,
LL.D., F.A.C.P. Dis-
tinguished Professor
of Physiology and
Head of the Depart-
ment of Clinical Sci-
ences, University of
Illinois, Chicago.

I HAVE asked many persons the question, "Is alcohol the cause of alcoholism?" Their reply has been virtually as follows:

Of course, alcohol is *the cause* of alcoholism.* One does not have to be a physician, a scientist, a psychiatrist, or a psychologist to know that alcohol is *the cause* of acute and chronic alcoholism.

If alcohol is *not* the cause, the term "alcoholism" should be discarded as a misnomer. Furthermore, if alcohol is *not* the cause, why will an abstainer never suffer from acute or chronic alcoholism? Why, in countries where no alcohol can be obtained, is there no alcoholism in any form?

If alcohol is *not the cause*, why did the commitments of alcoholics to mental hospitals, the arrests for drunkenness, and the alcohol-related crimes markedly decline during prohibition in the United States?

Why does the incidence of chronic alcoholism and deaths from cirrhosis of the liver and Korsakoff's psychosis approximately parallel the per capita consumption of alcohol?

Why did the incidence of acute and chronic alcoholism

*For the definition of "alcoholism," read the note "What Is Alcoholism?" in connection with this article.

is alcohol the cause of A

WHAT IS ALCOHOLISM?

Alcoholism exists when there is enough alcohol in the blood to impair the mental and bodily functions of the drinker. Alcoholism, in any or all of its forms, is a disease, by definition of the term "disease." A disease refers to a departure of the mind or body from a state of normality of health or function. However, *alcoholism in any of its forms is a self-inflicted disease.*

Acute alcoholism refers to impairment of a short duration, and varies in severity from that impairment of judgment, sense of caution, and of skills which occurs after the consumption of one or two cocktails or at a blood concentration of from .02 to .05 per cent, to that extent of impairment which leads to paralysis and death.

Chronic alcoholism refers to any one or the totality of impairments which result directly or indirectly from the more or less continuous, or periodic, consumption of alcohol for months or years.

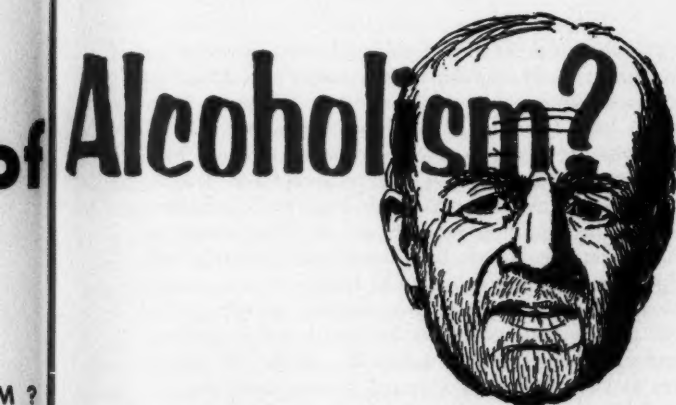
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increase in Sweden, when in 1955 it was made easier to obtain alcoholic beverages?

Why is it universally true that the easier it is to obtain alcoholic beverages, the greater the evil consequences?

Why has the number of alcoholics among women increased in the United States since drinking by women has become socially more tolerated?

There is not one iota of evidence to indicate that the increase in the per capita consumption of alcohol and the increase in the evil consequences were due to a preceding increase in the number of people with personality defects between 1933 and 1953 in the United States, or in Sweden between 1953 and 1955. On the contrary, it is well known that an increase in alcohol consumption in a population increases the number of persons with such decided personality defects that they become public charges and must be taken care of at a relatively enormous public expense. The effect of alcohol, or of morphine, on a population is like its effect on the individual; the easier it is to obtain, the more it is consumed; and the more consumed, the more the evil consequences. It is undeniable that from a numerical, social, medical, economic, or moral standpoint, alcohol constitutes the largest narcotics problem in the United States and in Western civilization.



Many physicians and authors when they use the term "alcoholism" really mean chronic alcoholism. They omit the adjective "chronic" as an economy of words, or deliberately because they believe the term "alcoholism" should be restricted to include only the chronic form.

In outstanding and authoritative works on diseases, both acute and chronic alcoholism are considered to be forms of alcoholism. (Richard J. Plunkett and Adaline C. Hayden, *Standard Nomenclature of Diseases and Operations* of the American Medical Association [4th ed. Philadelphia: Blakeston, 1952], and *Manual of International Statistical Classification of Diseases, Injuries, and Cause of Death* [World Health Organization, Geneva, 1949], vol. 1, p. 113.)

See also my previous article on the definition of alcoholism, "What Do We Really Mean?" in *Listen*, October-December, 1957.

To claim that alcohol is not *the cause* of alcoholism is analogous to saying that morphine is not the cause of acute and chronic morphinism. What is the cause of acute alcoholism, of the acute and temporary impairment of judgment caused by one or two beers, cocktails, or highballs, if it is not alcohol? What is the cause of addiction to alcohol if it is not due to repeated and more or less daily episodes of acute alcoholism? Finally, why do addicted drinkers have to remain forever abstinent, if alcohol is not *the cause* of the illness, and if alcohol has not produced some irreparable change in the functioning of the nervous system?

Why, then, does one so frequently read or hear the statement that alcohol is not *the cause* of alcoholism?

View of Licensed Beverage Industries

Some representatives of the Licensed Beverage Industries, Inc., in 1951 stated, "There is no scientific evidence that the drinking of alcoholic beverages is responsible for alcoholism."¹ Mr. Miller of the California State Brewers' Institute and Mr. Whitely, public-relations director of the Wine Institute, in the Minority Section of the San Francisco Commonwealth Club's *Report on the Alcohol Problem*,² indicated that opposition to the use of alcoholic beverages is based on "the false premise that alcoholic beverages cause alcoholism."

Why do these representatives of the people who make money out of the manufacture and sale of alcoholic beverages make such statements? Quite obviously they dislike to have their products blamed for all the human misery, social and moral harm, and economic waste caused by the consumption of their products. They are exceedingly anxious to find any sort of "scapegoat." They are eager to blame the evil consequences of the consumption of alcohol on anything but alcohol.

View of the Ordinary Drinker

Why does the ordinary drinker claim that things other than alcohol are the cause of alcoholism?

In the book titled *Alcohol and Social Responsibility* this question is answered as follows: "The ordinary drinker believes that alcohol is not the primary cause of the failure of his weaker brother and that if it could be removed completely, the weaker brother would still be a problem for public officials."³

If this were true, then the program for the rehabilitation of alcoholics (which is deservedly popular at the present time) would be useless. This attitude of the ordinary drinker is a common method of self-deception, expressed in general by the claim, "It will not happen to me." Applied to alcoholic beverages, it prompts such statements as, "A little drink now and then will not harm me." This is the same type of self-deception as that behind the statement of all prealcoholics and many alcoholics: "I can take it or leave it alone." This attitude is characteristic of a stage of alcoholism sometimes referred to as the "I am not drunk" stage.

This attitude is based on the premise that the drinker will never drink enough to cause anyone any trouble. It ignores or refuses to accept the fact that many normal persons start as social drinkers and drink more and more until they become alcoholics. Those (Turn to page 30.)

There Is a

difference

by
George D.
Shafer, Ph.D.
Stanford
University

More logical than
cures is prevention
in the first place.

It was after the publication of certain scientific papers, notably those issued by the Laboratory of Applied Physiology at Yale University, that medical doctors and others began to accept the idea that the alcoholic is the victim of a sickness. Now, to a great extent, the morbid condition resulting from the persistent use of alcoholic beverages is classified as a disease. It *is* a disease, as truly as smallpox and malaria are diseases; however, there is a difference. The latter are infectious diseases, while alcoholism is a disease brought on by a chronic narcotic poisoning of the body; for ethyl alcohol, above a very minimal amount, is a narcotic poison, just as is morphine.

An infectious disease may be acquired accidentally by a single exposure to certain germs or parasites. The infection, when the organisms enter a person's body, may occur without his knowledge. But the disease known as alcoholism is acquired only after a person takes alcohol at intervals, usually in progressively greater amounts, over a period of time. He begins this habit by drinking, commonly at the invitation or example of others. If, as the months pass, he drinks larger amounts, or stronger beverages, until he becomes repeatedly intoxicated, he is then in danger of losing his will power to curb his drinking. When he reaches this state, he has become, in common parlance, a confirmed drunkard. He is a victim of the disease now called "alcoholism."

Not every person who falls in with the custom of drinking moderately becomes an alcoholic, but the number of new victims every year is increasing. The notion is expressed that certain persons, otherwise normal, have a native deficiency that makes them marked subjects for alcoholism; and that others are actually free from the possibility of ever becoming victims. It is generally recognized, and rightly so, that temperament, early train-

ing, and environment have much to do with whether an individual is likely to take up the custom of drinking. There is, however, no proof that anyone is exempt from alcohol's habit-forming properties, and no sure way of telling whether any person who has begun to drink may not become an alcoholic. There is always the danger.

Neither is any unconditioned cure for alcoholism known. The condition may be amended by treatment. If the subject is willing to heed the advice of friends, will pledge himself to abstinence under their guidance, accept medical aid when needful, then he may recover to the extent that he can go about his social duties and his business, seemingly normal again. But alcoholism always leaves its victim with an acquired intense desire for the physiological effects of alcohol, accompanied by a weakened will to inhibit the desire. Thus, such an individual is really a "patient on leave," subject to relapse. The "acquired desire" may be kept in abeyance indefinitely by treatment, unless in some unguarded moment the patient, feeling sure of himself, breaks his pledge. He then becomes pleasurably elated and is at once enticed with the idea that now he can enjoy a drink and stop. That idea is deceiving, because with this one drink the inordinate craving is reactivated. Case histories show that without immediate help the drinker will almost certainly become subject to his habit again and retrogress rapidly to his former helpless, morbid condition.

Only narcotic poisons leave the central nervous system with the kind of functional lesion just described. Some infectious diseases—poliomyelitis, for example—may also leave damage which will result in permanent functional weakness of some part of the central nervous system; but neither the organisms that cause these diseases nor their toxins are habit-forming. They do not lead the individual

to crave repetition of infection. On the other hand, because of their presence the body begins production of more effective means of destroying them and tends to develop immunity. Alcohol, in common with other narcotics, causes the development of some tolerance, but no immunity. At present, then, even a conditional cure—the “patient on leave” cure—is seemingly hopeless unless the patient can happily be brought to acknowledge his helplessness and surrender himself *completely* to faithful abstinence.

Better and more certain methods of cure for various infectious diseases are still sought by medical science, but for years increasingly active research has turned toward seeking methods for controlling such diseases by prevention rather than cure. Smallpox, malaria, and polio are well-known examples of diseases that now are controlled largely by preventive methods.

In the case of alcoholism, however, current investigations deal mainly with trying to learn what alcohol, in different minimal and sublethal concentrations, does to living cells, and just how in the body it affects living tissues, with the expectation that this knowledge might suggest a treatment that will tend to undo those effects and lead to a *positive* cure. Such a cure for any and all despairing alcoholics is devoutly to be wished, but prevention of the dread condition is certainly preferable. Moreover, who does not know the *sure* method of prevention?—merely to refrain from the use of alcohol.

This does not mean that any victim was necessarily a weakling with no will to resist. He may have been strong-willed but rashly venturesome, or he may have been deceived by the example of others.

The awful fact is that the unfortunate victim began to drink when he was free to decide; now he is helpless. The decision was his; now the suffering is his.

It is good for thoughtful, sober adults—and all of us—quietly to stop and meditate at times. During such reminiscent and meditative moods we may remember some solicitous word of warning given us in days gone by, or some kindly looks or examples of self-control we have admired. These, flashing into our minds, will clearly reveal themselves as the treasures they really are. We will see them all, and know them as treasures not merely to be cherished for ourselves, but, somehow, wisely, to be imparted to others.

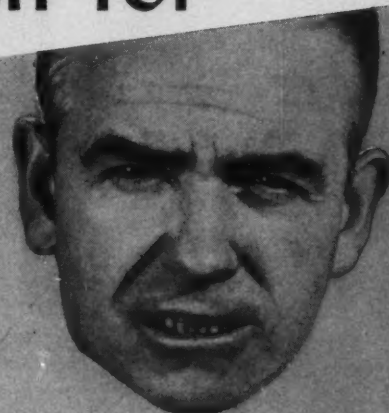
It was a wise mother in ancient Israel who said so convincingly to her son, “Give not thy . . . ways to that which destroyeth kings. It is not for kings, O Lemuel, it is not for kings to drink wine; nor for princes strong drink.” It was also a wise son, Jonadab (of a wise father, Rechab), who about 800 B.C. charged his sons with these words: “Ye shall drink no wine, neither ye, nor your sons forever.” And the prophet Jeremiah records that they would not drink wine even when commanded to do so.

In Publication No. 47 of the American Association for the Advancement of Science, published in 1957, are twenty articles on alcoholism by twenty-nine contributors. One of these contributors, Dr. Ruth Fox, of the Alcoholism Treatment Center of New York City, estimates that there are between four and five million problem drinkers in this country. To that treatment (Turn to page 27.)

Gus Turbeville

President, Northland College
Ashland, Wisconsin

“I BLEW MY TOP”



Yes, I really
“blew my top”
the other day
when I was
watching

television. After seeing some of the clever animated cigarette commercials, my three-year-old son said to me, “Daddy, I want to start smoking.” A little further on in the pictures there appeared some temptingly displayed advertisements of beer. Again my child turned to me, “Daddy, I want to start drinking beer.”

It was then I blew my top!

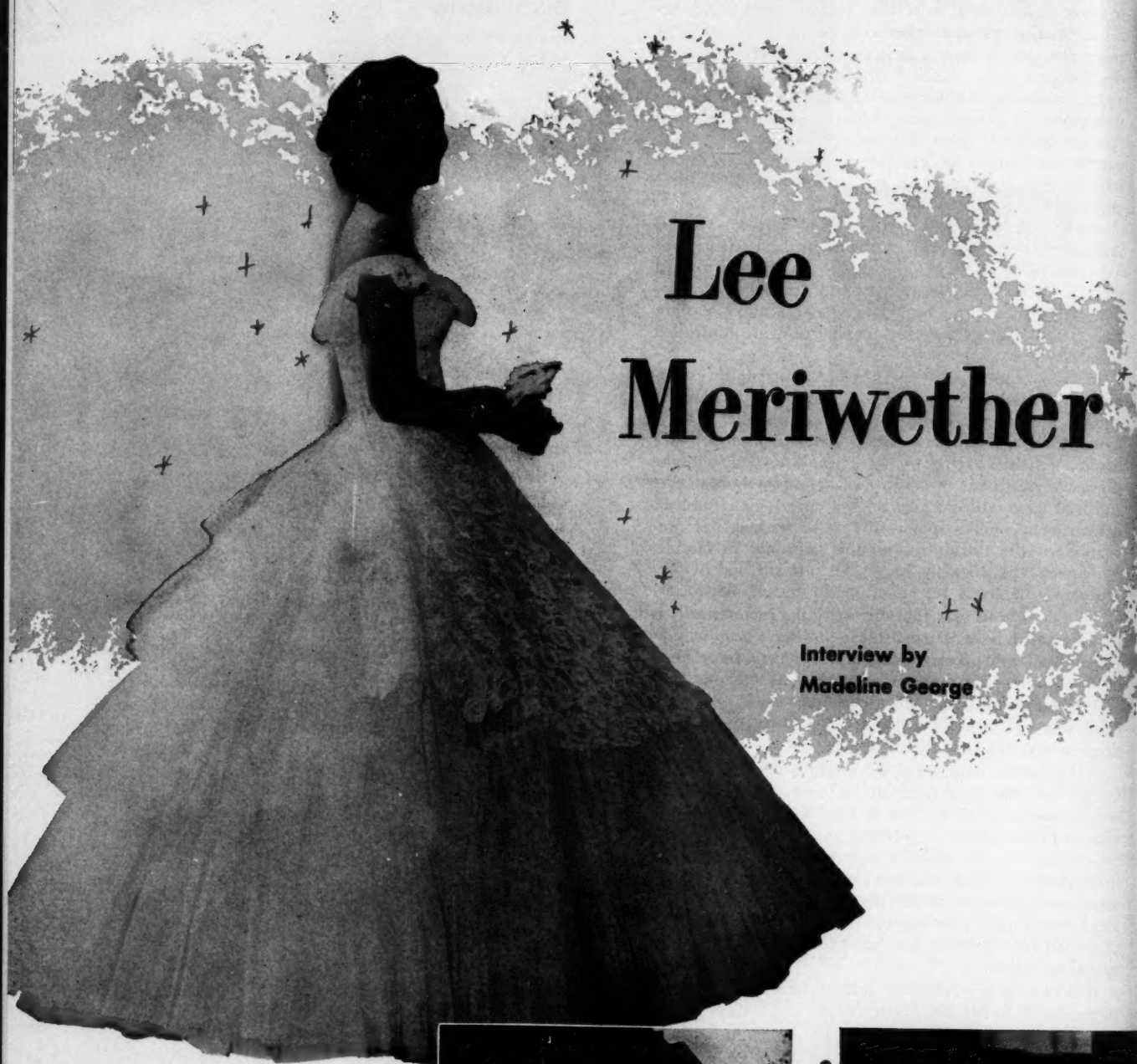
We are witnessing a tremendous huckstering attempt on the part of the cigarette companies to catch the eye of the television audience. Recent statistics showing a relationship between cigarette smoking and lung cancer caused a slump in cigarette sales. That was only temporary. Now, as never before, attempts are being made to get young people addicted to the cigarette habit.

In the rash of beer and wine ads, of course no pictures are shown of broken homes, neglected children, or degraded men lying in gutters, which are the universal by-products of continued drinking. These advertisements are combined with pictures of charming men and women whose names are familiar to the reading and viewing public, and the combination is worked out in a skillful and deceptive way to depict the “joys” of drinking. No hint is given that virtually all problem drinkers began as moderate social drinkers.

It seems that a majority of the advertisements appearing today are directed toward young people. For example, the pictures of beautiful, handsome young smokers represent girls and boys of teen-age years. Many cigarette companies periodically distribute cigarettes to the students on college campuses, without cost, in an attempt to entice them to take up the habit. At my own institution, when this objectional advertising policy was brought to my attention, I strictly forbade the practice. Too many of our students experiencing financial difficulties are burning up money which could be used to advantage in helping them to remain in school.

What can be done to remedy the situation?

Prohibiting smoking or drink- (Turn to page 34.)



Lee Meriwether

Interview by
Madeline George

TV is a busy life for Lee. . . .

1. Rushing for taxi in early morning.
2. Studying script at CBS rehearsal studio.
3. Selecting right shoes for modeling job.
4. Cooking in apartment during brief lunch period.
5. Final timing on commercial script.
6. Last practice before going on the air.

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GRACING television screens in millions of homes today is Lee Meriwether, rising young television star, appearing on several nationwide programs. For fourteen months she assisted Dave Garroway on his "Today" television program. And, in case you have forgotten, she was Miss America for 1955. In spite of success and glamour, however, she remains as natural and unspoiled as the girl next door. In fact, if you have such a nice girl living next door, you are plain fortunate!

Even when fame began to camp on her doorstep three years ago she had the ambition to remain her natural self. On receiving her Miss America crown, she commented, "I'll try to be just myself"—and she added thoughtfully, "If I don't, my mother will spank me."

During her reign as Miss America she was asked by various companies to give testimonials for their products, or at least allow her name and picture to be used in advertising them. Some of these requests she accepted, if she could honestly approve of the products, but she turned down all liquor and cigarette advertisements. One beer company told her that she wouldn't even have to hold a glass in her hand if she didn't want to. Nevertheless, though the financial offer was a large one, she would not permit her name or picture to be used. "I have a responsibility to young people and children," she explained thoughtfully.

When asked about her being offered drinks on her tours as Miss America, she replied:

"Oh, yes, sometimes, especially in South America; but I'd ask for orange juice instead." Then she went on, "I had a strange experience in Lima, Peru. We had been warned that there was a photographer present from a communist newspaper. At first I didn't pay much attention, but then a man offered me a drink. I asked for orange juice as usual. He brought me some, but in a cocktail glass. At first I was going to drink it, thinking it didn't make much difference what kind of glass the juice was in.

"As I started to accept it, however, I noticed a photographer was all set to take my picture. I realized that the cocktail glass would appear in the photo as something stronger than a glass of orange juice; so I emphatically refused it.

"The man tried to thrust it upon me, so I put my hands behind my back. If the photographer were to get a picture, it couldn't possibly look as if I were accepting a drink. I wasn't going to have a communist paper showing my picture with a caption saying, 'Typical American Girl Getting Drunk' or something like that.

"I wouldn't want to tell other people what to do in regard to drinking," Lee comments, "but I can't see what good drinking does anybody. I find I can have just as good a time as anybody, yet not have to suffer any after-effects."

Furthermore, this strong stand is carrying on into her work in television. Miss Meriwether, in spite of many offers otherwise, does not accept a job on any program in which she would be required to hold a glass of beer. More than that, she refuses to use the word "beer" on programs to help advertise the beverage. She says again, "I have a responsibility."

This straightforward attitude does not deter Lee in the least from enjoying life to the full. She is well adjusted, happy in her career, and popular, qualified by her ideals, her personal convictions, and her achievements to be still thought of as "Miss America."

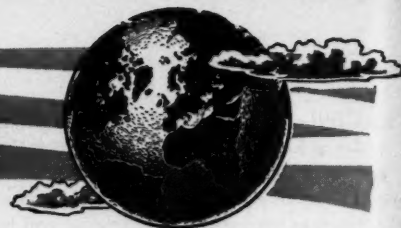


I really can't see what good drinking does for anyone. I find I can have as good a time without it, and not have to suffer any aftereffects.

This conviction hasn't brought me any embarrassment in my career. In fact, the television people with whom I am associated seem to like the idea that I don't drink.

I simply don't like the taste of alcoholic beverages, and I don't like what they do to people. I see people getting intoxicated and making fools of themselves, and I say, "None of that for me."

WORLD VIEW



CANADA NEAR-BEER FAILS

The much-touted near-beer recently introduced in Canada is not winning as much favor as hoped for. Officials of the Canadian National Exhibition turned down a \$6,000 offer to peddle near-beer to millions of CNE visitors, and would not permit even a .5 per cent alcohol malt drink to be sold.

In Kingston, Ontario, out of 5,000 questionnaires sent out by the Retail Merchant's Association, only about twenty replies were in favor of the sale of near-beer in that area. Since it can be purchased by minors and on Sundays, the *Toronto Globe and Mail* reports that the Liquor Control Board of Ontario is planning to ban its sale in Ontario.

Several reasons are given for this drink's not gaining favor. A brewery executive claims, "Near-beer is a nice type of pop with a preservative," but those who are accustomed to drinking are not being enticed to drink the watered-down type. It is more expensive than regular beer, in some places being sold for as much as 30 cents a pint bottle.

EGYPT WESTERN INFLUENCE

Ancient Egyptians used alcoholic beverages prepared from grapes, dates, barley, and wheat, and offered these as thank offerings to the gods. George Rawlinson, renowned Egyptologist, points out that one of the factors causing the decay of the ancient Egyptian civilization was the use of alcohol.

When the Islamic doctrine was spreading in Egypt, the drinking of spirits was prohibited. However, the past century has brought changes as the result of association with foreigners. In urban areas drinking is much more prevalent than in rural areas. In the cities many wineshops exist, and liquor is advertised everywhere. European drinks are popular, but those manufactured locally are also used.

At least 1 per cent of the total number of admissions to the mental hospitals are alcoholics. During the second world war the number of such cases increased considerably.

The Ministry of Social Affairs is working to integrate the various interested departments in the government toward the "eradication of alcoholism." Special emphasis is put on educational programs in this direction.

GERMANY TOP HONORS

Bavaria, a state in Germany, has the dubious honor of holding the beer-drinking record of the world. For the year ending September 30, 1956, an average of 31.5 gallons of beer was drunk by each man, woman, and child in the state.



JAPAN

YOUTH ON A BINGE

An alarming increase in juvenile drug addicts has been reported in Japan. It is estimated that there are more than 35,000 habitual juvenile addicts throughout the country. Juvenile crimes have steadily increased since the end of the war. Police arrested 12,100 juveniles in 1948, 17,000 in 1950, 55,800 in 1955, and more than 58,000 in 1956. At one time 800 teen-agers were arrested in a drive on beach parties featuring gambling, drinking, and sex.

AUSTRALIA "NONE LIVETH TO HIMSELF"

One in every fourteen drinkers in Australia either is or will become an alcoholic within the next year, reports a spokesman for the Foundation for the Research and Treatment of Alcoholics. Australia has about 300,000 chronic alcoholics, and the problem is growing alarmingly. The average alcoholic loses twenty-two days' work a year and directly affects four other people.

ENGLAND ALCOHOL IN THE DRIVER'S SEAT

More than 500 deaths and 25,000 injuries a year are caused in Britain by drinkers at the wheel of a car or on foot, according to the *British Medical Journal*. It states that these drinkers are responsible for 50 in every 100 road fatalities occurring after ten o'clock at night, as well as at least 10 per cent of all road deaths.

CZECHOSLOVAKIA IRON-CURTAIN REPORT

More than \$700,000,000 was spent for alcoholic beverages in Czechoslovakia in 1956. This rate of \$200 per person each year was unbelievably high, more than the total of savings deposited in three years, reports the communist newspaper *Lidova Demokracie*.

POLAND PROBLEM AT ALL AGES

It is reported that 60 per cent of Polish youth of school age drink alcohol. They often spend scholarship money on drinks. Small children buy beer and wine, collecting money by selling bottles and wastepaper. Of 12,194 persons arrested in 1956, 64 per cent of them were under twenty-five.



FRANCE DEATHS DOUBLE

According to the National Institute of Statistics, 17,500 persons died in France during 1956 because of alcoholism; 14,176 of these died from cirrhosis of the liver, and those in other categories totaled 6,103. This is double the figures of five years ago. Annual consumption, reckoning absolute alcohol, in France is 4.5 gallons a person, compared to 1.5 gallons in Britain. France has one bar for every 86 people; Britain has one for every 430.

EXTERMINATOR

with a flair

Interview
and
Photos
by
Marion
Rubinstein



I CHOSE Miami because it has so many bugs." Various reasons are given by persons moving to the State of Florida, but none is as unique as this—and unflattering to the Chamber of Commerce.

But Truly Nolen, Miami businessman, means every word of it when he tells of his start in his profession, since bugs are his business—exterminating them, that is.

As unique as is his business, however, is the fact of his insistence that every man or woman who enters his employ shall sign a pledge of personal abstinence from all alcoholic beverages. "I will not hire anyone," he says, "who is not a teetotaler and is not willing to place a statement of his principles in writing as a guarantee of his personal habits."

This conviction is based on his confidence that abstinence is responsible for both his own happiness and his success in starting and building up a business in a city in which he was a stranger. And he knows whereof he speaks, for he conquered the drink habit in his life. "In my helplessness I got down on my knees and prayed to God for help," he recalls. "That was

thirty-five years ago. I have never taken a drink since."

This stand against the use of liquor also embraces the use of tobacco, because, as Mr. Nolen says, "tobacco combines with alcohol to add more poison in the human body." He attributes his success in building up his business to the fact that people find they can trust him, and this confidence is based on their knowledge of the strict living habits of those who work for him.

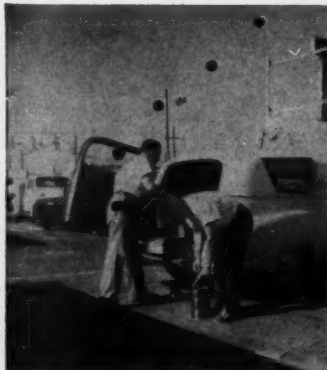
The interests of his expanding business do not hinder Mr. Nolen from crusading to stop the serving of liquor on airplanes, and in this he enlists the aid of his Congressmen and the newspapers. He says, "The serving of liquor on airplanes is the most hazardous thing known; the public must be protected and assured of safety. I make this a part of my business."

So strongly does Truly Nolen recognize the need of safety that he has installed a safety director in his own organization, to ensure the greatest possible degree of safety for his customers and employees. This director is Jack Thaler, who has been trained as a safety engineer. Thaler daily rides with the route man, seeking to discover

new means of ensuring safety, and twice a week he conducts a safety training course. At these sessions his favorite question is, "Why did you do that?" opening the way for discussion of dangerous methods which have come to light through his personal investigation. Thus far his efforts have proved so successful that the company's insurance rates have been reduced by a total of \$8,000 a year. "And that," says Mr. Nolen, "is something every company should be interested in."

The Truly Nolen Services include pest control, fumigation, house opening and closing, mildew control, and sanitization, and they cover retail stores, manufacturing plants, and fruit products, as well as private dwellings. Employees number more than one hundred, seventy-five of whom drive cars and trucks; fifty are servicemen. Many are college graduates, for Mr. Nolen believes that "pest control in the present day is a profession." "In former days," he comments, "a man with a squirt gun was considered a pest exterminator; but today the business is dignified as a profession and requires much scientific knowledge."

At the present time the person who



A Nolen truck is loaded up with supplies for a day's tour of duty.

President Samuel F. Knowles of the Miami Beach Rotary Club presents Truly Nolen with a plaque in recognition of his club chairmanship.

Key McCadams, keeper of the keys to the homes in process of being serviced by the Nolen enterprise.



wishes to operate such a business in the State of Florida is required to work with a licensed exterminator for three years before being permitted to take the state examination. Then he must wait six months before taking the examination. This means that the applicant must usually wait four years before receiving his license. "Many of our men," states Mr. Nolen, "not only have college training, but have majored in entomology. As the business makes it necessary to acquire scientific knowledge, it offers more of a challenge to young men."

Nolen says he went into the business by accident. He started in the housecleaning business, and in this connection his services were called for by a person who reported a disagreeable odor in the house. This led him to place an ad in the telephone book under the listing "Fumigation." In referring to this beginning, he said, "At the time, the word 'fumigation' just popped into my mind. I did not know the difference between fumigation and house cleaning; but I saw a chance to enlarge my humble occupation. It so happened that the only fumigation business in the

place where I lived had to leave the city suddenly, because of an accident, and from that time on I was snowed under with phone calls. I hired a fellow to teach me how to fumigate, but he really was not a good teacher, for under his instruction and the experiments necessary, I had to be taken out of the shop a number of times limp as a dishrag. That is something I never want to happen to anyone else."

In order to get a true picture of the Nolen Services organization, it is necessary to know the owner and manager—Truly Nolen. But this is not a simple matter, since Nolen is a modest man, despite the fact that he is entirely a self-made man, true to his convictions and his faith in God. He generously gives personal credit to all his employees, including his wife, nicknamed "Miss Billie," and his daughter Margie, who are his right-hand helpers both in the office and in the outside work, when necessary.

One of the most serious problems facing the Nolen Services is the Mediterranean fruit fly, which proves to offer one of the most difficult extermination battles in years. The Govern-

ment has predicted that this battle will continue for several years. Nolen invested in a permanent gas execution chamber, which is proving effective in results.

Another item of business developed recently is the production and sale of "slip covers for fish ponds." This is a plastic cover which protects tropical and gold fish from the spray dropped from planes flying over the area.

Through an unexpected circumstance I learned of the humanitarian character of Truly Nolen. He is a man with a heart big enough to provide employment for handicapped persons. A building known as Nolen Hall has been dedicated under the term "Opportunities, Inc." for the benefit of promoting opportunities for such employment. This Opportunities hall is also used as a meeting place for Alcoholics Anonymous in their monthly gatherings.

Much might be said of this good man, who thirty-five years ago was a hopeless alcoholic, but now gives the reason for the great transformation which has taken place in his life, by the humble statement, "God certainly did help me when I prayed to Him."



Weekly training periods stress the value of high ideals in personal living, as well as safety in business.



Matthew Brown fills bottles while Mrs. Margie Thorpe, Nolen's daughter, checks the supply and number.



Employees, after a year's service, with the organization, are entitled to receive shares of company stock.



Every Nolen employee gets a cake on his birthday, Truly himself being present to assist in the presentation.



Caring for homes is a Nolen specialty, and years of reliable service have helped build confidence.



Barbara Trimble thought up the slogan YNY (Truly Nolen Treatment) and is sketched by Sol Zitter.

"CHAMPAGNE LADY"

(Continued from page 10)

solution. "Order a ginger ale," she said. And I'm still doing it today, although my motives have changed."

The break that made all the difference for Alice Lon came when she was on a singing tour. Her agent sent her picture with a recording to Don McNeill in Chicago, and when she returned home she learned she had been hired as featured vocalist for McNeill's famous Breakfast Club. This was Alice Lon's introduction to television's vast audiences.

Alice met her husband, Bob Waterman, while in high school. A well-known Texas football player and an aspiring young playwright, Bob wrote a play for the senior class, and Alice was the star. Today they are the parents of Larry, six; Clint, seven; and Bobby, ten.

Those who know this singer personally wonder where she gets her amazing vitality and enthusiasm. Her career makes her days immensely full ones, especially since she makes sure that her family, ever first in her affections, never has a chance to feel neglected.

"But do you know something?" she asks in her infectious manner. "There are enough hours! That's one thing everyone should know. There's always enough time if you'll make it."

Lawrence Welk liked the pretty, vivacious singer from her first audition, and soon found there was no question that his audiences did, too. The maker of America's well-loved sparkling "Champagne Music" also found that the new "Champagne Lady" shared his views regarding champagneless living. The use of liquor, Welk believes, can ruin not only the musical output of any band, but good public, personal, and business relations as well. Though he himself has never drunk, his personal exuberance is such that he has occasionally been accused of being a drinker.

"As we play it today, music requires the utmost co-operation, sensitivity, and physical co-operation," he emphasizes. "With my various commitments, such as the weekly television show, nightly network air shows, and record and radio transcription sessions, the possibility of any drinking problems arising would be of great concern to me."

Evenings when she is at home, Alice and her boys sit and pop corn hour after hour, and watch television. Luckily, she does not have to diet, but maintains her tiny, twenty-one-inch waistline, despite the popcorn.

Teen-agers write Alice countless let-

ters, asking her advice on many subjects. These young people, both boys and girls, want her counsel on dating, marriage, manners, and current problems such as smoking and drinking.

"One of my most urgent suggestions to teen-agers is also one that might be

The Milky Way

Marcelle M. Constock

Today upon the billboards
In letters bold and bright
I see the slogans written there,
Repulsive to my sight.

With glass of whisky held aloft,
A maiden young and fair
Will beckon me to join her
In health and pleasure share.

And later on along the way
A family scene I meet:
A case of beer is pictured there
To make this scene complete.

Now I am tired of outright lies,
In words as smooth as silk,
I'd like to write across the skies,
"May I please have some milk?"

hard to accept," she says, thinking back. "Learn to share with your parents. One reason I was so close to mine, and at the same time never got into trouble, was my ability to talk over anything with them—my problems and hopes and disappointments. This way, I never felt alone."

On the issues of smoking and drinking, Alice can offer no better advice than that given by her boss, Lawrence Welk, who recommends that, to succeed in any profession, everyone, and youth especially, should refrain from the use of alcoholic beverages.

The "Champagne Lady" sincerely agrees!

I'VE HAD IT!

(Continued from page 6)

capacity had dwindled until there was very little available money on hand. My wife and I talked the situation over and decided we could not afford further private hospitalization and that the best thing I could do would be to enter the county hospital for treatment. A week later I found myself confined in the psycho ward, and then I began a truly horrible experience. I was placed in a steel cell-like tank with four other men, all of them alcoholics or drug addicts. There were five cots in the cell. I was not given any barbiturates. As the full withdrawal symptoms struck me, I began to have terrible hallucinations, and much of the time I was

delirious. Within ten days I lost twenty-six pounds. My wife came to the hospital, but was not permitted to see me. However, she was told to be prepared for the worst, should I not survive.

I nearly died in that psycho ward. Finally my wife was allowed to talk to me, and she told me that my doctor had recommended that I be transferred to a nearby state mental hospital.

By the time I reached the state hospital I was nearly dead. However, the treatment was much better than I had received before, and after a few days I found I could control my shaking hands sufficiently to get food to my mouth. The attendants almost forced me to eat, and I began to gain in strength, slowly at first; and for the first time in many months I began to sleep without pills. It was a long grind back to normal health. I was confined in that hospital for four months before being discharged as cured, and another full year was to pass before I completely regained my health.

It has now been two years, and never during this time have I taken a barbiturate capsule, nor will I ever do so, unless it becomes imperative in case of serious illness. So far as sleeping pills are concerned, I've had my share, and I would not go through that experience again for all the money in the world.

In the state hospital there were five thousand patients, and a large proportion were alcoholics and drug addicts. Among the latter there were a surprising number who were using barbiturates rather than narcotics.

Unfortunately, there are more than 6,000,000 barbiturate users in the United States alone, and millions of sleeping pills are purchased each year. Far too many of these users have been "hooked."

These addicts have ahead of them the choice of but two paths: Either they will attempt to survive the hell of withdrawal symptoms that always follow breaking away from long-continued dependence on barbiturates, or some night they will take an overdose of the vicious capsules, either accidentally or with suicidal intent. The wise addict will, of course, choose the former course.

As in the case of the narcotics addict, the habitual barbiturate user is convinced, until it is too late, that he can take the stuff or leave it alone; but he cannot do this for long. Increasingly he becomes more and more dependent on the drug, and sooner or later it must wreck his mind and body.

The barbiturate user who is taking the capsules with any degree of regularity will do well to put up with an occasional sleepless night rather than become an addict to this powerful insidious drug.



Luke Willis shuffled along the curb in Chicago's Beer Gulch, a section south of the Loop extending six blocks on State Street between the elevated tracks and Harrison Street. He was carrying a shopping bag filled with empty quart beer bottles, which he had found in construction yards, along railroad tracks, in garbage cans, and in ash piles. Each of these was worth five cents. Any tavern in Beer Gulch would "honor" two of these bottles with a schooner of beer.

Luke's graying dark hair hung over his ears and encroached on the collar of his shabby overcoat, which he was wearing on this warm day only because he had no place to hang it. Its wrinkles suggested that he often slept in it—in railroad stations and in hallways. A black and reddish beard bristled from his emaciated cheeks and from his loose, heavy jaw. A rusty safety pin across a broken zipper strained to hold his trousers around him. Between cuffless wet trousers and laceless shoes, his grime-encrusted bare heels raised alternately into view as he walked.

Without embarrassment and oblivious of the passengers gaping at him from streetcars and busses, Luke often stopped to pick a cigar or cigarette butt out of the gutter.

Satisfied that his tobacco supply had been replenished,

Luke headed for Benny's Barrel, a combination tavern and grill adjacent to the Jewel Burlesque. He exercised great care in taking out the bottles from the shopping bag one by one, arranging them in a straight line on the bar.

"One, two, three, four, five," he said. "Count 'em—five. Worth a schooner and a musky, eh?"

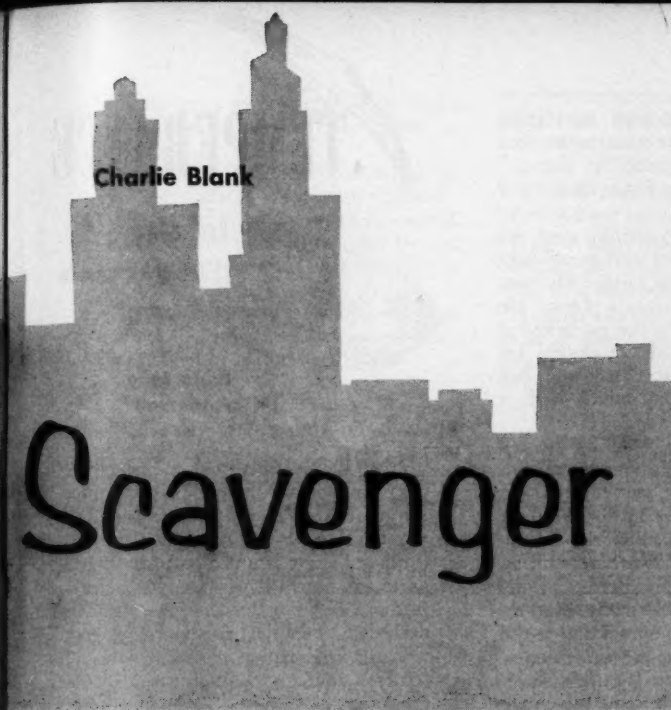
The flaccid-faced, bald bartender nodded indifferently. He wiped away the sand and the ashes which had fallen from the bottles.

"Did you count 'em? Five unbroken quarts—good for a schooner and a musky anywhere," Luke said impatiently. "O.K., bottle scavenger," retorted the bartender.

"That's me, bottle scavenger of Beer Gulch. So, what? Any objections? Better than stealin' or beggin' for my drinks."

"You mean there's something lower than a bottle scavenger?"

"Sure. Don't you know? It's a bartender in Beer Gulch. If it weren't for us winos and 'dipsos,' you'd starve. You depend on us, and what depends is inferior. Or is it the other way round? Maybe there are so many drunks because there are so many brewers and taverns advertising and selling their products. But that's a moral problem—out of my element.



Charlie Blank

e Scavenger

My element's beer and wine. And I've got a schooner and a musky comin' from you."

The bartender splashed yellow muscatel into a four-ounce glass. He held the schooner under the tap.

"Light on the foam and heavy on the liquid, Buster," Luke said.

The bartender pushed the beer in front of Luke. "Bottle scavenger," he hissed.

Five years ago Luke Willis would have resented being called "bottle scavenger," but by taking a perverted pride in his ability to find empty beer bottles to exchange for his drinks, he had become insensible to the humiliation attached to the name.

With a grimy thumb he cleared the wild, discolored whiskers from his lips and the corners of his mouth. He clutched the glass. The amber wine shimmered.

Behind him he could see the lunch counter reflected in the mirrored wall stretching high and wide above pyramids of bottles of whisky, wine, and gin. Luke could see two men seated at the counter. The man nearest the door was hunched over a racing form within an inch of his face. The other man was fat, with black greasy hair distributed over bald patches. He was talking to the girl behind the counter, who was putting fresh coffee in the large percolator.

Luke eyed her back as reflected in the mirror before him—the light brown hair, the way she held her head, the way she moved her arms without moving her shoulders. She turned. Luke held his breath. His knuckles paled as he clutched the glass. Amanda!

Luke had not seen her since that Christmas Eve four years ago when he had come home drunk, penniless, and without a gift for her or their six-year-old son, Barry Allan.

Luke watched Amanda replacing old menus with new. The fat man continued talking to her. Luke could hear his shrill, almost childish voice.

"Come on, Amanda, let's see how you look when you smile. You've been here nearly six months, and you still look like you're in some kind o' trance. Your boss tells me that you work five days a week in a candy factory and here on

weekends, just to keep your kid in a high-class boarding school. But listen, you don't have to work hard, that is, if you're smart."

He appraised her with sensual eyes.

"Don't look at me like I'm dirt," he whimpered. "I can treat you fine. Sides, what sort of husband you got that lets you work here? Maybe you ain't got a husband. What kind o' work does he do, anyway?"

As if speaking to herself and without looking at him, Amanda said, "He's a construction engineer. He's on a project now, the most important project of his life. And he is coming back soon."

The fat man came to his feet with an effort, and waddled toward the door. The wide smile distorted and discolored his puffed face.

"O.K. But, remember, if ever you want to make more in an hour than you make in the Barrel in two days, look me up. I'm Sam, just next door at the Jewel. You'd be great, billed as 'Amorous Amanda.'"

The glass of muscatel wine snapped in Luke's hand. The pieces did not fall, but were crunched in his white-knuckled fist. Lifting the bloody fist to his lips as if to drink, he was not aware that he had crushed the glass. With his other hand he poured the beer into his mouth, but his tongue was choking him and preventing him from swallowing. He reeled out of the Barrel into the street.

Humiliation hot as lava erupted inside of him, as if life itself was nauseated by what it still continued to vivify. Blood gushed from his tightened fist onto the alley into which he had turned. He was retching violently. He tried to rid his nostrils, throat, and intestines of the beer and wine he had drunk yesterday, last week, a year ago. The contents of his mind began to spin. Still he retched, attempting to purge himself of the beer he drank ten years ago, even the beer he had drunk for the first time. Thoughts and memories were spinning in a widening circle, then scattered into a dimension without extension—into the past.

Luke's father, Gus Willis, had been a construction laborer. Gus could lift more cement and sand than any two of his laborers, but it was his capacity for beer in which he took most pride.

On summer nights Gus would sit on the back porch, where other laborers from the neighborhood would gather to discuss their jobs. They would send seven-year-old Luke to the tavern for beer. On his way home Luke would sip the foam that overflowed the pail.

One night the men saw beer foam on Luke's nose. They laughed. One man swore that even a bubble of beer would make Luke drunk.

"Not my boy," roared Gus. "He takes after me. He'll work harder and drink more than any of your sons. You'll see. Eh, Luke?"

Luke smiled shyly. He idolized his father and never wearied of boasting of his father's strength to the boys. But the men were laughing at his father and at him.

"Here," said Gus, "fill this glass. I'll show you that my boy can hold his own even now. Here, Luke, drink up. Show these bums that you were weaned on beer."

Luke lifted the glass to his lips. He didn't mind the soft cool foam, but when the raw beer reached his mouth, Luke made a bitter face. The men laughed. Luke saw the look of disappointment on his father's face. He didn't like being laughed at, neither did he like to disappoint his father. Shutting his eyes, he gulped the beer. The men cheered him, and his father patted him on the back.

"You see," said Gus, "I told you. He might not be a chip off the old block, but he's sure a little mug out o' the old barrel."

The men laughed again, but this time their laughter did not sting Luke. He laughed, too, when the room began to spin, just as it did when he got off the merry-go-round. He didn't mind. He felt big, big as the men who were drinking beer.

Luke's mother exhausted her strength combating beer drinking. But her opposition was nullified by the sleepless and insidious campaign of brewers to delude the American public into believing that beer is harmless. Her death, when Luke was eleven, gave Gus an occasion to drink himself insensible.

Luke spent much of his time with his father on construction projects. When he was sixteen he took evening courses in the principles of construction engineering, principles with whose application in the field he was already familiar. At twenty-three he became assistant superintendent of construction for his dad's company.

The day that Luke was promoted, Gus ordered a case of beer, most of which he drank during his lunch hour. He brought a bottle with him to the fifth floor where he was detaching lumber. He was reaching for a bottle when he lost his balance and fell to his death.

Gus Willis had given his son affection and companionship, however crude and injurious. When he died, Luke turned to Amanda Mayo, whom he had known for nearly fifteen years, for affection and companionship.

Amanda loved Luke, but at first hesitated to marry him because of his drinking. It distressed her to see Luke slowly degenerating into a person whose only pleasure consisted in benumbing his rational faculties until he became completely dehumanized.

Luke and Amanda were married. He worked harder and drank more than any laborer under his supervision. But his mind gradually lost its former alacrity and penetration, and any attempt on his part to think quickly and estimate accurately resulted in foggy, incoherent ideas. His progressive incompetence and cloudy perspective cost the company heavy and needless losses. He was finally relieved of his office as assistant field superintendent.

Whenever Amanda reprimanded Luke for his drinking, he threatened to leave for the tavern, where, he said, the natural freedom of his will was not suppressed by prudish women.

"But, Luke," Amanda would plead, "what sort of freedom is that which drags you down?"

"All right, so I lost my superintendency. So, what? There are other and maybe better jobs waiting for me. The one I've got now is only tem-

porary—until things pick up again. There's nothing under construction that I couldn't handle if given the chance."

Amanda held baby Barry close—and wept.

Luke continued to drink, even on the job. The stench of undigested beer issued from him as he missed his footing while walking across a plank. He would have fallen into the pit below if the labor foreman had not caught his arm. At five o'clock that same day Luke received his pay along with a pink slip.

Luke's reputation as an on-the-job-drinker preceded him. No construction boss or contractor, however short of help, would hire him even for the most menial job. He needed work, to buy beer and wine, which were very cheap and which quickly produced that benumbed feeling which made him insensible to his responsibilities and to the loss of his self-respect and competence.

But beer had blunted Luke's sensibilities. He was far beyond the range of humiliation. Before he received his first pay check on another new job he drank whatever beer had been left in the bottles abandoned by the laborers. He then gathered all the empty bottles he could find. When he was relieved by the "graveyard watch," he bartered these bottles for beer and wine.

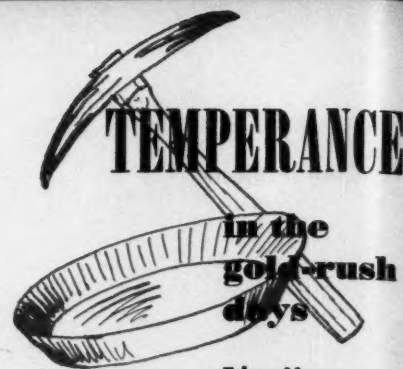
The night before Christmas Eve, Luke was found sleeping on the job in the toolshed, surrounded by beer bottles. He was dismissed on the spot. Luke did not return home until the following day, Christmas Eve. And that was when Amanda's patience, although not her love, collapsed, and when Luke began four years of bottle scavenging.

The contents of his mind and memory that had swirled into the past like a broken mosaic now came together again. Luke opened his eyes. He found himself under clean, white sheets.

A nurse moved around his bed quietly and quickly. Luke felt strangely clean on the surface as well as the inside. Amanda, he thought, sweet, frail, faithful angel to have had such sublime faith and confidence in a bottle scavenger. And his son, Barry Allen, who was nearly ten years old now—Luke wondered what he said about his father to the other boys when they boasted of their fathers.

Amanda's words echoed in his mind: "He's a construction engineer. He's on a project now, the most important project of his life. And he is coming back soon."

Feeling pain shooting in his arm, he clenched his bandaged fist at the thought of Sam tilting a bottle of beer



Edna Mae
Anderson

MODERN movie and television programs portray life in the early mining camps of the Western states as a nightly round of gambling, drinking, and carousing. There is much truth in such a portrayal, but that isn't the whole story. It is well to know that there were stanch defenders of sobriety in those days, too.

While engaged in research work recently, I found a book entitled *Golden Highway*, by Glasscock, which contains interesting facts concerning those pioneer days.

The general impression in the minds of people today seems to be that during the gold rush to the West, drinking was the accepted practice among all the pioneers who crossed the deserts; but the fact is that there was a strong temperance organization existing at that time, bearing the name "Sons of Temperance." According to a notice appearing in the newspaper *Mountain Messenger*, bearing date of November, 1862, the Sons of Temperance organization was growing in membership and influence.

The newspaper referred to served the mining camps in what is now known as Sierra County, California. In the issue of October 11, 1862, appears an editorial making favorable mention of the decision of the judge in a case brought before the court. The prisoner pleaded innocent of a crime, on the ground of insanity during a drinking spree. The presiding justice, Judge Clark, after listening to his plea, made the statement, "Drunkness was no excuse for crime, but rather an aggravation of the criminal's guilt." In commenting on the case, the editorial said, "It is true that some people become insane when drunk; but this is a self-imposed insanity, and therefore the offenders ought to be held responsible for any crimes committed while under the influence of alcohol."

It is gratifying to find this clear-cut statement of the liquor problem, by men of influence, who stood for right principles nearly a century ago, at a time when liquor was increasingly in demand on the frontiers of our country.

between rows of crooked yellow teeth, and at the offer Sam had made to Amanda.

"Amanda," Luke cried, trying to sit up, "the project's completed, finished."

"Did you call?" the nurse asked. "You'll have to take it easy for two or three days. You lost a lot of blood, but you'll be all right."

"Blood? That wasn't blood. That was beer—all the beer I've drunk since I was seven or eight years old."

"What was that?"

"Never mind, nurse. I'm all right."

Three days later Luke was discharged from the hospital. That same day he looked for work. The Government had selected several sites for defense plants and hospitals. Luke applied for the position of "construction engineer." The personnel manager asked Luke to return the following day.

Clean-shaven and with his hair cut, Luke came to the office the next day to take a battery of achievement, proficiency, and aptitude tests. His mind was clear and nimble, at least enough to satisfy all the requirements. The personnel manager told him to report to the department of engineering, "ready for work."

A month later, in Beer Gulch, Luke, tall, sharp-chinned, and dressed in a gray suit, pushed his way through the crowd of beggars, derelicts, pickpockets, and slummers. Mildewy vagrants milled in and out of taverns, pawnshops, and burlesque houses. Finally he made his way into Benny's Barrel.

Amanda was pouring coffee for one of the men seated at the counter. She lifted her eyes. Their eyes met. Luke tried to call her name, but his breath was caught in his throat. Amanda's lips trembled. Her gray eyes filled with tears.

He wanted to tell her that he loved her, that he no longer walked the crooked path of empty bottles and broken dreams, that he had discarded the mildewed clothes and the discolored whiskers of a bottle scavenger, that her flawless faith in him had transfigured him from a drunken derelict wallowing in the gutters of Beer Gulch to a construction engineer.

But there was no need for this. Her eyes told him in one caressing gaze that she understood. Luke kissed her outstretched hands.

"Amanda, will you and Barry Allen forgive me and take me back?"

She nodded. She felt that if she spoke, she would let an endless cry of joy escape from her singing heart.

The beer-drenched air in Benny's Barrel was beginning to sicken Luke.

"Let's get out of here, Amanda. I've wasted too much of my life in a barrel."

ALCOHOL IN COOKING?

(Continued from page 8)

Would this have the same effect as drinking alcohol?

Yes, to some extent. It has a dulling effect on the brain and would act somewhat as a depressant.

Sometimes we hear alcohol spoken of as a stimulant, but here I notice you speak of it as a depressant. Which is correct?

The first effect of alcohol seems to be stimulating, because it depresses the higher centers of the brain, thus releasing the lower centers, which then become more active. But the picture in the end is definitely that of a depressant. It only appears to increase physical and mental powers and to relieve fatigue.

Do medical authorities agree with this description?

Yes. For example, Dr. Andrew C. Ivy has this to say: "Alcohol is a depressant. When the depressing effect wears off, it leaves the nervous system more irritable than it was before. Alcohol causes a depression, or sedation of the brain, after which the brain is more irritable. This causes the person to feel the need of alcohol or a sedation to overcome the irritability. The increased irritability takes the form of jitters, shakes, or lack of confidence, excessive remorse, or frustration, etc."

Do you find in your work an increased interest in the use of alcoholic beverages, such as wine, beer, rum, etc., in combination with food?

Yes, there seems to be quite a trend in this direction, and we find some home economists and newspaper editors, particularly, advocating their use in food preparation. This is a clever promotional method used by the advertisers of these products to increase their sales.

From a nutritional standpoint is there any harm in this practice?

Actually, if the food is cooked or baked a sufficient length of time, the alcohol evaporates, and thus does not affect those using the food. The danger in this practice is that it familiarizes the family with the flavor of these beverages and with their appearance in the kitchen. This is a subtle way to introduce these beverages to the family. It is easy to step from using them in cooking to drinking them.

In what type of food are these beverages used?

They may be used in meat cookery, desserts, or casserole dishes. We find that they are being used more and more

in uncooked dishes, such as fruit cocktail, or they are poured over cake and are used as a sauce in various desserts.

In view of this, what do you think of using rum and beer flavors in candy and ice cream for children?

That's a very good question. These flavors may be purchased in imitation form without any alcoholic content at all; but I still think they would be harmful to use, particularly for children, for it familiarizes them with the flavor.

Would you have any other suggestions as to how one might season foods to get a variety of flavors without resorting to this practice?

I certainly believe foods should be well prepared and also seasoned in a way that can be enjoyed. Herbs, fruit flavors,—such as lemon, banana, orange,—and almond all provide interesting ways of seasoning. The natural flavor of food is often overlooked, too, because our taste buds become damaged, due to the overuse of salt, spices, and sugar. Thus we cannot appreciate true natural flavors.

But, Miss Van Gundy, doesn't alcohol contribute something to the nutritional program to justify the cook's adding some of it to the food?

Well, I expected that sooner or later you would be coming around to this question. There are many things we should mention as to the relationship of alcohol to food, and the common belief that alcohol is a food, so I believe we should save this question for our discussion in the next issue of *Listen*.

Surely it is time for responsible parents and young people to consider carefully whether it is not safer and easier to refrain from beginning the use of beverage alcohol, than to run the risk of being forced to abstain, later, in a vain effort at trying to effect a real cure of alcoholism.

THERE IS A DIFFERENCE

(Continued from page 17)

center, she states, come alcoholics from all walks of life, "clergymen, doctors, psychoanalysts, teachers, artists and sculptors, salesmen, laborers, skid-row characters, and even one pickpocket."

Why, in a country like ours do we find such millions?

Sanctioned drinking customs in modern homes, and so frequently at banquets and public functions, are leading many into tragedy. They accept these customs that spark the syndrome of a disease which has at present no positive cure, but a very simple prevention.

DORON K. ANTRIM

The Mormons Find Fun in - - . A



Basketball and youth folk festivals are part of the activity program the Mormon Church develops for its youth to offset the insidious lure to degrading habits.

"A spotless character, founded upon the ability to say No in the presence of those who mock and jeer, wins the respect and love of men and women whose opinion is most worth while."—David O. McKay, president, Church of Jesus Christ of Latter-day Saints.

"For nearly 125 years the Church has taught its members the nonuse of alcohol, tobacco, tea, and coffee. Observance of these health rules is followed strictly by many thousands of our members, and there seems to be plenty of statistical proof that the Lord's promise of longer life and greater physical and mental health does follow obedience to this modern commandment."—Richard L. Evans, member of the Council of the Twelve Apostles, Commentator for the CBS Sunday radio program featuring the Tabernacle Choir.

Mormon Tabernacle Choir prepares for its weekly nationwide broadcast, originating from Salt Lake City.

From time to time "Listen" has featured various church organizations taking a strong stand in the matter of alcohol education and the personal use of intoxicants. This feature, by the nationally known writer, Doron K. Antrim, notes the basic philosophy and belief of the Mormon Church in this regard, along with factual evidence showing the beneficial results appearing in the everyday lives of its members.

WHAT at first seemed to be another routine sailing of the S. S. "Saxonia" from Montreal to Greenock, Scotland, August 13, 1955, proved instead to be one of the ship's most eventful Atlantic crossings.

Plans for a concert tour of Europe led to the making of reservations on the "Saxonia" for six hundred passengers, the majority of whom were members of the Church of Jesus Christ of Latter-day Saints, more commonly known as Mormons, with headquarters in Salt Lake City. The passengers included 375 members of the renowned Tabernacle Choir of the Mormon Church, and these choir members, together with their families and friends, completely filled the "Saxonia."

Altogether, it was a happy group anticipating a vacation filled with new scenes and pleasant associations, and as they marched up the gangplank they indulged in much singing and gay conversation. As the captain of the ship looked them over, he remarked to his mate, "Looks as if we're going to have a lively passage."

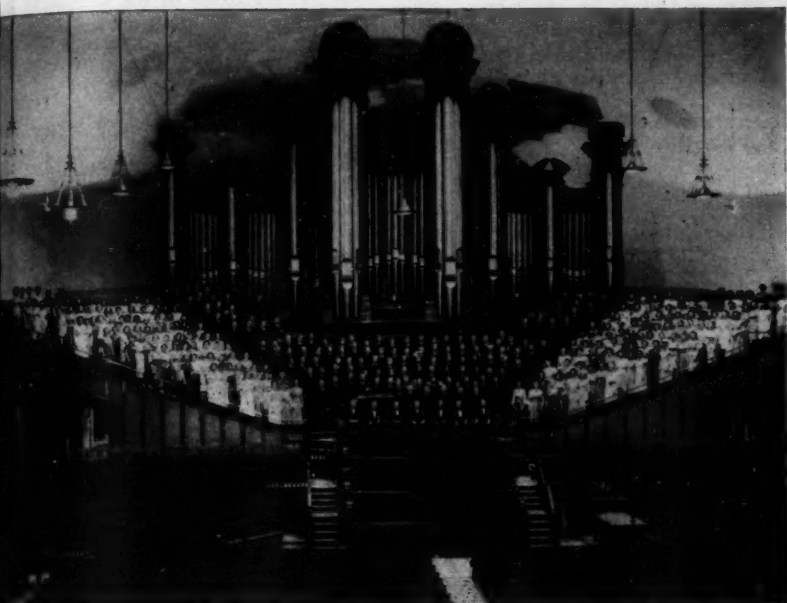
The bartender beamed with delight from behind the glistening façade of

glasses in anticipation of the heavy demand upon his supply when the ship got under way. However, it was not long after leaving port before the bartender became aware of the fact that there had not been a single call for a drink. Convinced that this was very unusual, he quieted his apprehensions by concluding, "Oh, well, they'll soon be showing up. They always do!"

The ship was well under way. Still there was no business at the bar. The hope for eager customers dimmed, and in frustration he appealed to the captain: "I can't understand it. I haven't sold a single drink. Such a thing has never happened before."

The captain agreed that it was a strange situation, especially since the passengers all appeared gay and happy; and he said he would investigate to see what he could find out. Quickly contacting one of the passengers who appeared to be a hopeful candidate for information, he asked what he considered the favorite drink of the party. The prompt reply came back, "Mormons do not drink any liquor." That seemed incredulous to the captain, but he said, "Well, what do Mormons

ABSTINENCE



drink? Surely they must have some social drink."

In reply the honest Mormon said, "We drink milk mostly, and sometimes fruit juices."

"Well!" ejaculated the captain, "milk for six hundred passengers! We do not have that much on board." The bartender, who stood within hearing distance, gave expression to his amazement by a doleful countenance. Between captain and bartender they agreed that the unusual situation must be met, so the ship pulled into Quebec and a king-sized supply of milk was put aboard. From that time to the end of the voyage the barkeeper was busy serving milk straight, malteds, and fruit cocktails.

On arrival in Scotland, a check for \$8,000 in tips was left to be dispersed to the barkeeper and the full staff of the ship's officers and workmen. However, the bartender was still puzzled as the group filed down the gangplank singing in a joyful mood. "Never in my life," he said, "have I known a shipful of passengers to have so much pleasure and enjoy so much fun, and at the same time be cold sober."

To enjoy life and have fun is charac-

teristic of the Mormons. The religion of their church stresses happiness. "Men are that they might have joy," is stated in the *Book of Mormon*.

A fundamental reason why members of the Mormon Church do not drink intoxicating beverages is that they are convinced and thoroughly believe that genuine happiness comes from within rather than being pseudo-imposed. They know that abstinence results in better health and longer life. This is a fact which has been verified by comparison between the health and longevity of Mormon total abstainers and that of the United States population in general. Such comparison is possible and reliable, since the Mormons have their largest church membership in the United States—1,500,000—and the added fact that abstinence is required on the part of all who are admitted for membership in the church.

The members of that church have been teetotalers since the founding of the church 124 years ago. Comparing their health and life figures with those of the United States per 100,000 population, some striking facts are revealed. For example:

More than twice as many non-Mormons die of cancer as compared with Mormons, and the same is true in relation to heart disease. Also it should be observed that six times as many non-Mormons die of cirrhosis of the liver, and four times as many commit suicide as compared with Mormons. Deaths because of syphilis are almost nonexistent in Mormon records. In a long list of additional diseases common to mankind, the statistical balance is decidedly in favor of the Mormon people.

Still further facts may be mentioned as authentic:

1. The Mormon death rate since 1901 has been consistently 4 to 6 per thousand lower than the death rate of the nation.

2. The marriage rate for the Mormon Church is high, and the divorce rate low, as compared with the record for the United States and other civilized countries. The latest statistics give the following:

Marriages, 21.9 per 1,000 population, as compared with marriages in the United States per 1,000 of population, 12.26.

Divorces, 2.02 per 1,000 population among Mormons, compared to 3.59 divorces per 1,000 population in the United States.

3. Illegitimate births per 1,000 cases as listed for Utah and Idaho (states of large Mormon population) are the lowest in the United States, namely, 10.4 and 10.8 respectively. The illegitimacy figures in the United States are four times as great.

4. Insanity is only half as prevalent among Mormons as is reported for the population of the United States.

The founder of the Mormon Church, Joseph Smith, established the fundamental rules of abstinence when he said that alcohol defileth the body, which is the "temple of God."

The rules of the church prohibit the use of alcohol, also coffee, tea, and tobacco, and the result has led the Mormon people to become adept at mixing delicious nonalcoholic drinks from fruit and vegetable juices, grains, herbs, and milk. The names chosen for their cocktails might be considered deceptive at first thought, but not so when given a fair trial of such products as Grape Delight, Elysian Draught, Nectar of Eden, Desert Refresher, Western Glory, Golden Slipper, Apple Royal, Peach Pop, Harvest Home, and Wisbru (the latter a bran extract), and other equally delightful products.

When cocktails were passed in a Mormon home, one of the dinner guests inquired, "What is this?"

"That's the Golden Slipper," replied the host, but it was difficult to convince

the guest that it did not contain a drop of alcohol. To prove the actual content of the drink, the recipe was given as follows:

Take equal quantities of lemon and orange juice,
Add some cut fruit,
Honey,
A dash of grenadine,
Carbonated water,
Mix all together, and there you have the Golden Slipper.

A powerful pickup when a person is dog-tired, is to take two eggs and the juice of an orange, whipped into a glass of milk. The dog-tired feeling is shared by humanity in general, and the Mormons say this mixture "will pick you up, and not let you down."

The firmly established habit of total abstinence limits the desire to drink alcoholic beverages. Parents do not have so great a problem to keep their children from the temptation to drink when there is no liquor in the home, and mother and father do not drink. Nor is the influence of the Mormon youth without effect on their drinking associates.

A group of Mormon young people at a party were ordering drinks. The companion of one of the boys ordered a Martini, but when her boy friend refused, and asked for grape juice instead, she changed her order, by saying, "Oh, excuse me. Would you change mine to grape juice, too?"

When the two were alone, she told her boy friend that hearing him order grape juice gave her the courage to order the same. She said, "I drink because I'm afraid of what people will think if I don't. My parents drink, and there is drinking wherever I go. But I do not like the stuff." Eventually she joined the Mormon Church, and some time later her parents became members.

Members of the Mormon Church are exerting widespread influence in favor of abstinence. Branches of the Mormon Church are to be found in all large cities. The strong stand of the Mormon Church on the liquor problem has been the means of causing many persons to become abstainers.

The church has found it desirable to condition their young people to healthy and worth-while activities. With social functions sponsored by the church, young Mormons are less tempted to visit roadside inns.

In addition, the church occupies them with challenging projects. Some 250,000 Mormon youth belonging to the Mutual Improvement Association are busy with such projects as making music, writing and acting in their own plays, cultivating their speech, learning to co-ordinate in intricate rhythmic pat-

terns. Interest is sustained throughout the year by local meetings of the groups, and finally by mass meets and festivals.

Athletics are also church-sponsored. Each church unit is encouraged to have a junior (14 to 18) and a senior (19 to 30) basketball team, as well as volleyball and softball teams. It has been said that the Mormon Church has the largest athletic circuit in the world.

In short, a million and a half Mormons are making a real contribution to abstinence. They are proving that it pays extra dividends in happiness, health, and long life.



Health Drinks of the Mormons from "The Word of Wisdom" (A Modern Interpretation)

Unfermented juices of the grape, apple, strawberry, raspberry, and other fruits make drinks par excellence, especially if homemade and of good-flavored grapes such as the Concord, and of ripe fruits in season. They should not be too sweet and may be sweetened with honey.

Changes of flavor in drinks made from fruit juices may be had by skillful blending with mint or ginger (ground or candied), or other spices, such as cloves, cinnamon, cardamom, or by adding ginger ale or, for a little tang, some carbonated water. A decided change of flavor may be had by adding to a drink a small amount of a non-alcoholic sirup called grenadine, sold in large stores. . . .

The Orange Honey Cocktail, a real pick-me-up, allows for each person one third cup of orange juice, one tablespoon each of lemon juice and honey, and a pinch of salt. Mix in a shaker. Honey, a great restorer, is one of nature's choicest natural sweets. It is good for young and old, in moderation.

"Harvest drinks" are usually made by pouring boiling water over grains or bran, boiling a few minutes, and allowing the mixture to stand until cool. It may then be served with milk and brown sugar, or with the addition of lemon or other fruit juices or spices. Even hops and other herbs may be added to give flavor and tone up the system. Such drinks made from the extracts of barley, oatmeal, bran, wheat, rice, or even from the germinated barley or malt, are very healthful.

IS ALCOHOL THE CAUSE?

(Continued from page 15)

who do control their drinking, or think they can always control it, manifest the attitude, "I am going to continue to drink and thus to support the alcoholic beverage industry and to insist on my 'right' to drink, regardless of the fact that my insistence on drinking makes alcohol available to my weaker brother so that he can help create the tremendous social problems caused by alcohol, and regardless of the possibility that I also may turn out to be a weak brother."

This attitude is analogous to saying that I am going to expose myself to *Bacillus tuberculosis* because only my weaker brother who does not have enough body resistance to destroy the bacillus will contract the disease and die. It may be rejoined that our weaker brother should be educated so that he will not expose himself. This rejoinder assumes (a) that we know in advance who our weaker brother is and that he will respond to the education, and (b) that he who so rejoined is not a weaker brother. In regard to tuberculosis both assumptions are to a large extent false. In the case of alcohol, both assumptions are also to a large extent false, and both ignore the addiction-producing properties of alcohol.

View of Nonmedical Writers

Why do certain nonmedical writers make statements to the effect that alcohol is not the cause of alcoholism?

The following phrase is one example, "The older idea that alcoholism results from habit-forming properties of alcohol."⁴ The reports of some state commissions on alcoholism declare that it is a "misconception to believe that alcohol causes alcoholism."⁵ The reasoning behind such statements is based not on the truth but on the suggestion of such misleading allegations as: "Science has ruled out alcohol as the cause of alcoholism."⁶

Do Physicians Disagree?

Let us examine the evidence regarding whether "science" has concluded that alcohol is not the cause of alcoholism.

A few physicians have written that alcohol is *not* the cause of alcoholism. For example, Dr. H. M. Tiebout says, "Alcoholism is a symptom which has taken on disease significance."⁷ Dr. P. M. Kersten states, "Alcoholism is a symptom of a disturbance in the character structure or personality."⁸ More recently Dr. M. A. Block writes, "It was obvious that the problem of alcoholism rests in the one who uses it, not in the

beverage."⁹ Dr. W. W. Bauer asserts, "The cause of alcoholism is in the individual and not in the bottle."¹⁰

On the other hand, physicians who have made opposing statements can be cited. Dr. A. J. Carlson says, "The tendency today is to blame alcoholism on everything else but alcohol—on frustrations, unhappiness, on anything. The truth is that perfectly normal, happy people can become addicted to alcohol through chronic consumption; or in plainer words to too much social drinking."¹¹

Dr. J. Y. Dent states, "Addiction can be produced in anybody given sufficient drink, but the person's heredity determines how much."¹²

Dr. Abraham Myerson writes, "Therefore, it is not true, in my opinion, that excessive drinking springs mainly from neurosis, psychosis, or conflict."¹³

Dr. E. H. Sutherland and his colleagues assert, "Alcoholics have not been shown to differ significantly from nonalcoholics in personality traits."¹⁴

Dr. L. E. Wexberg declares, "There is no alcoholic personality type."¹⁵

Drs. R. Fleming and K. J. Tillotson¹⁶ observe, "The only trait these people [alcoholics] had in common was addiction to the excessive use of alcohol.

... Anyone—normal, neurotic or psychopathic, manic-depressive or schizoid—can become an alcohol addict if he drinks long enough and heavily enough (on the average about a decade), and the younger he is when he starts drinking, the less likelihood there is for his successful treatment in a mental hospital.

... True alcoholic addiction should be considered as a disease, a separate clinical entity, exactly as is addiction to morphine, heroin, or any other drug. ... If anyone drinks enough over a long period of time, he can become an alcoholic."

Dr. E. A. Strecker and F. T. Chambers¹⁷ in their book state, "He or she [the alcoholic] is just as sick as the patient who has tuberculosis or pneumonia, or any other physical disease." "Likewise, has the man who has now become alcoholic been careless about exposing himself, and likewise may, has he been repeatedly warned against the dangers of alcohol."

Dr. R. V. Seliger¹⁸ similarly points out, "Alcohol, however, does cause trouble and may lead to alcoholism. In fact, without alcohol there would be no alcoholism."

Dr. K. M. Bowman told the following story at a symposium on alcoholism held at the 1955 meeting of the American Psychological Association. While visiting with a medical group in Indonesia, he asked a question regarding the

problem of alcoholism. "The resident professor of psychiatry mentioned that neither alcohol nor drugs was a serious problem in Indonesia. When I [Dr. Bowman] asked why, he replied, 'We are all good Muslims and the Koran forbids us to use alcohol and drugs.'"¹⁹

In the preceding paragraphs apparently contrary statements are made by two groups of physicians. Both groups cannot be scientifically correct.

What, then, is the cause of the apparent disagreement? All physicians know, as does any layman, that acute or chronic alcoholism cannot exist without alcohol.

The apparent disagreement is due to a failure of the first group of physicians to distinguish between the cause of a

DRY RUN

A company that owns its own plane isn't taking any chances on getting a bad name for itself. The Samovar Vodka Company refuses to serve its product while the plane is in flight.

disease and the contributory factors which render the person more likely to contract the disease.

For example, *Bacillus tuberculosis* is the cause of the disease tuberculosis. Exposure to infected persons, a person's natural resistance, and the impairment of that natural resistance by a poor diet, by crowded living conditions, by lack of adequate rest, by acute and chronic alcoholism, and by other unrelated diseases (diabetes) the person may have, are some of the contributory or predisposing causes.

Acute and chronic alcoholism are contributory factors to tuberculosis because they increase poverty and exposure to the germ and decrease directly or indirectly the body resistance to the disease. There are other contributory factors which increase the incidence of tuberculosis. But regardless of the contributory factors or causes, no one will ever contract acute or chronic tuberculosis in any of its forms if *Bacillus tuberculosis* is not a part of the external environment and does not enter a person's body.

The Cause of Alcoholism

Likewise, if alcohol is not in one's environment, the cause of acute and chronic alcoholism is not present, and one never contracts acute or chronic alcoholism in any of its many forms.

However, if alcohol repeatedly enters one's body, that is, into the internal environment of a person, then the time and amount required to produce

chronic alcoholism will depend on one's susceptibility, which is determined by predisposing or contributory factors in one's external and internal environment.

Contributory Causes

Contributory causes in one's external environment are the presence of the custom of drinking; the social pressure to drink; the glamour attached to drinking; the advertising of drinking; the training in the home, at school, and at church; or the extent to which one's environment provokes frustrations and nervous tension.

Contributory causes in one's internal environment depend on whether one has been trained to solve problems by courageously facing and solving them by wholesome methods, or whether he has been trained at home or away from home to solve them by escape through the use of a drug, such as alcohol, or by some type of neurotic behavior. The personality traits of dependency and immaturity which are said by some writers to be so characteristic of alcoholics simply refer to how one reacts to the stresses or problems of life.

The alcoholic is, without doubt, immature. The same, however, applies to the person who serves alcohol to liven up the party or who uses it to relax or to have fun and enjoy life. *The use of a drug to do these things indicates the lack of sufficient maturity, education, experience, and intelligence to relax, have a good time, and enjoy life without the use of a drug.* After all, is this not the reason why, regardless of much research, no specific set of predisposing personality traits has been found to predict with any degree of certainty the susceptibility of a person to becoming an alcoholic? Is not the difference in the immaturity of the social or moderate drinker and the alcoholic actually only one of degree, namely, the degree to which the drug alcohol is required to make life more bearable or enjoyable?

The foregoing contributing factors are of a cultural character, the character of the culture in which one lives, and the character of the way one has learned how to enjoy life and solve its problems. This is why a prealcoholic or an alcoholic must forsake the alcoholic way and learn a truly wholesome, rational, physiological, and nondrugged way of enjoying life.

However, a physiological type of susceptibility exists to the immediate depressing (anesthetic) effects and to the addiction-producing effects of the drug alcohol. Some persons are more susceptible than others to these effects.

We shall first discuss the individual variations in the susceptibility to the

the guest that it did not contain a drop of alcohol. To prove the actual content of the drink, the recipe was given as follows:

Take equal quantities of lemon and orange juice,
Add some cut fruit,
Honey,
A dash of grenadine,
Carbonated water,
Mix all together, and there you have the Golden Slipper.

A powerful pickup when a person is dog-tired, is to take two eggs and the juice of an orange, whipped into a glass of milk. The dog-tired feeling is shared by humanity in general, and the Mormons say this mixture "will pick you up, and not let you down."

The firmly established habit of total abstinence limits the desire to drink alcoholic beverages. Parents do not have so great a problem to keep their children from the temptation to drink when there is no liquor in the home, and mother and father do not drink. Nor is the influence of the Mormon youth without effect on their drinking associates.

A group of Mormon young people at a party were ordering drinks. The companion of one of the boys ordered a Martini, but when her boy friend refused, and asked for grape juice instead, she changed her order, by saying, "Oh, excuse me. Would you change mine to grape juice, too?"

When the two were alone, she told her boy friend that hearing him order grape juice gave her the courage to order the same. She said, "I drink because I'm afraid of what people will think if I don't. My parents drink, and there is drinking wherever I go. But I do not like the stuff." Eventually she joined the Mormon Church, and some time later her parents became members.

Members of the Mormon Church are exerting widespread influence in favor of abstinence. Branches of the Mormon Church are to be found in all large cities. The strong stand of the Mormon Church on the liquor problem has been the means of causing many persons to become abstainers.

The church has found it desirable to condition their young people to healthy and worth-while activities. With social functions sponsored by the church, young Mormons are less tempted to visit roadside inns.

In addition, the church occupies them with challenging projects. Some 250,000 Mormon youth belonging to the Mutual Improvement Association are busy with such projects as making music, writing and acting in their own plays, cultivating their speech, learning to co-ordinate in intricate rhythmic pat-

terns. Interest is sustained throughout the year by local meetings of the groups, and finally by mass meets and festivals.

Athletics are also church-sponsored. Each church unit is encouraged to have a junior (14 to 18) and a senior (19 to 30) basketball team, as well as volleyball and softball teams. It has been said that the Mormon Church has the largest athletic circuit in the world.

In short, a million and a half Mormons are making a real contribution to abstinence. They are proving that it pays extra dividends in happiness, health, and long life.



Health Drinks of the Mormons from "The Word of Wisdom" (A Modern Interpretation)

Unfermented juices of the grape, apple, strawberry, raspberry, and other fruits make drinks par excellence, especially if homemade and of good-flavored grapes such as the Concord, and of ripe fruits in season. They should not be too sweet and may be sweetened with honey.

Changes of flavor in drinks made from fruit juices may be had by skillful blending with mint or ginger (ground or candied), or other spices, such as cloves, cinnamon, cardamom, or by adding ginger ale or, for a little tang, some carbonated water. A decided change of flavor may be had by adding to a drink a small amount of a non-alcoholic sirup called grenadine, sold in large stores. . . .

The Orange Honey Cocktail, a real pick-me-up, allows for each person one third cup of orange juice, one tablespoon each of lemon juice and honey, and a pinch of salt. Mix in a shaker. Honey, a great restorer, is one of nature's choicest natural sweets. It is good for young and old, in moderation.

"Harvest drinks" are usually made by pouring boiling water over grains or bran, boiling a few minutes, and allowing the mixture to stand until cool. It may then be served with milk and brown sugar, or with the addition of lemon or other fruit juices or spices. Even hops and other herbs may be added to give flavor and tone up the system. Such drinks made from the extracts of barley, oatmeal, bran, wheat, rice, or even from the germinated barley or malt, are very healthful.

IS ALCOHOL THE CAUSE?

(Continued from page 15)

who do control their drinking, or think they can always control it, manifest the attitude, "I am going to continue to drink and thus to support the alcoholic beverage industry and to insist on my 'right' to drink, regardless of the fact that my insistence on drinking makes alcohol available to my weaker brother so that he can help create the tremendous social problems caused by alcohol, and regardless of the possibility that I also may turn out to be a weak brother."

This attitude is analogous to saying that I am going to expose myself to *Bacillus tuberculosis* because *only* my weaker brother who does not have enough body resistance to destroy the bacillus will contract the disease and die. It may be rejoined that our weaker brother should be educated so that he will not expose himself. This rejoinder assumes (a) that we know in advance who our weaker brother is and that he will respond to the education, and (b) that he who so rejoined is not a weaker brother. In regard to tuberculosis both assumptions are to a large extent false. In the case of alcohol, both assumptions are also to a large extent false, and both ignore the addiction-producing properties of alcohol.

View of Nonmedical Writers

Why do certain nonmedical writers make statements to the effect that alcohol is not the cause of alcoholism?

The following phrase is one example, "The older idea that alcoholism results from habit-forming properties of alcohol."⁴ The reports of some state commissions on alcoholism declare that it is a "misconception to believe that alcohol causes alcoholism."⁵ The reasoning behind such statements is based not on the truth but on the suggestion of such misleading allegations as: "Science has ruled out alcohol as the cause of alcoholism."⁶

Do Physicians Disagree?

Let us examine the evidence regarding whether "science" has concluded that alcohol is not the cause of alcoholism.

A few physicians have written that alcohol is *not* the cause of alcoholism. For example, Dr. H. M. Tiebout says, "Alcoholism is a symptom which has taken on disease significance."⁷ Dr. P. M. Kersten states, "Alcoholism is a symptom of a disturbance in the character structure or personality."⁸ More recently Dr. M. A. Block writes, "It was obvious that the problem of alcoholism rests in the one who uses it, not in the

beverage."⁹ Dr. W. W. Bauer asserts, "The cause of alcoholism is in the individual and not in the bottle."¹⁰

On the other hand, physicians who have made opposing statements can be cited. Dr. A. J. Carlson says, "The tendency today is to blame alcoholism on everything else but alcohol—on frustrations, unhappiness, on anything. The truth is that perfectly normal, happy people can become addicted to alcohol through chronic consumption; or in plainer words to too much social drinking."¹¹

Dr. J. Y. Dent states, "Addiction can be produced in anybody given sufficient drink, but the person's heredity determines how much."¹²

Dr. Abraham Myerson writes, "Therefore, it is not true, in my opinion, that excessive drinking springs mainly from neurosis, psychosis, or conflict."¹³

Dr. E. H. Sutherland and his colleagues assert, "Alcoholics have not been shown to differ significantly from nonalcoholics in personality traits."¹⁴

Dr. L. E. Wexberg declares, "There is no alcoholic personality type."¹⁵

Drs. R. Fleming and K. J. Tillotson¹⁶ observe, "The only trait these people [alcoholics] had in common was addiction to the excessive use of alcohol. . . . Anyone—normal, neurotic or psychopathic, manic-depressive or schizoid—can become an alcohol addict if he drinks long enough and heavily enough (on the average about a decade), and the younger he is when he starts drinking, the less likelihood there is for his successful treatment in a mental hospital. . . . True alcoholic addiction should be considered as a disease, a separate clinical entity, exactly as is addiction to morphine, heroin, or any other drug. . . . If anyone drinks enough over a long period of time, he can become an alcoholic."

Dr. E. A. Strecker and F. T. Chambers¹⁷ in their book state, "He or she [the alcoholic] is just as sick as the patient who has tuberculosis or pneumonia, or any other physical disease." "Likewise, has the man who has now become alcoholic been careless about exposing himself, and likewise may, has he been repeatedly warned against the dangers of alcohol."

Dr. R. V. Seliger¹⁸ similarly points out, "Alcohol, however, does cause trouble and may lead to alcoholism. In fact, without alcohol there would be no alcoholism."

Dr. K. M. Bowman told the following story at a symposium on alcoholism held at the 1955 meeting of the American Psychological Association. While visiting with a medical group in Indonesia, he asked a question regarding the

problem of alcoholism. "The resident professor of psychiatry mentioned that neither alcohol nor drugs was a serious problem in Indonesia. When I [Dr. Bowman] asked why, he replied, 'We are all good Muslims and the Koran forbids us to use alcohol and drugs.'"¹⁹

In the preceding paragraphs apparently contrary statements are made by two groups of physicians. Both groups cannot be scientifically correct.

What, then, is the cause of the apparent disagreement? All physicians know, as does any layman, that acute or chronic alcoholism cannot exist without alcohol.

The apparent disagreement is due to a failure of the first group of physicians to distinguish between the cause of a

DRY RUN

A company that owns its own plane isn't taking any chances on getting a bad name for itself. The Samovar Vodka Company refuses to serve its product while the plane is in flight.

disease and the contributory factors which render the person more likely to contract the disease.

For example, *Bacillus tuberculosis* is the cause of the disease tuberculosis. Exposure to infected persons, a person's natural resistance, and the impairment of that natural resistance by a poor diet, by crowded living conditions, by lack of adequate rest, by acute and chronic alcoholism, and by other unrelated diseases (diabetes) the person may have, are some of the contributory or predisposing causes.

Acute and chronic alcoholism are contributory factors to tuberculosis because they increase poverty and exposure to the germ and decrease directly or indirectly the body resistance to the disease. There are other contributory factors which increase the incidence of tuberculosis. But regardless of the contributory factors or causes, no one will ever contract acute or chronic tuberculosis in any of its forms if *Bacillus tuberculosis* is not a part of the external environment and does not enter a person's body.

The Cause of Alcoholism

Likewise, if alcohol is not in one's environment, the cause of acute and chronic alcoholism is not present, and one never contracts acute or chronic alcoholism in any of its many forms.

However, if alcohol repeatedly enters one's body, that is, into the internal environment of a person, then the time and amount required to produce

chronic alcoholism will depend on one's susceptibility, which is determined by predisposing or contributory factors in one's external and internal environment.

Contributory Causes

Contributory causes in one's external environment are the presence of the custom of drinking; the social pressure to drink; the glamour attached to drinking; the advertising of drinking; the training in the home, at school, and at church; or the extent to which one's environment provokes frustrations and nervous tension.

Contributory causes in one's internal environment depend on whether one has been trained to solve problems by courageously facing and solving them by wholesome methods, or whether he has been trained at home or away from home to solve them by escape through the use of a drug, such as alcohol, or by some type of neurotic behavior. The personality traits of dependency and immaturity which are said by some writers to be so characteristic of alcoholics simply refer to how one reacts to the stresses or problems of life.

The alcoholic is, without doubt, immature. The same, however, applies to the person who serves alcohol to liven up the party or who uses it to relax or to have fun and enjoy life. *The use of a drug to do these things indicates the lack of sufficient maturity, education, experience, and intelligence to relax, have a good time, and enjoy life without the use of a drug.* After all, is this not the reason why, regardless of much research, no specific set of predisposing personality traits has been found to predict with any degree of certainty the susceptibility of a person to becoming an alcoholic? Is not the difference in the immaturity of the social or moderate drinker and the alcoholic actually only one of degree, namely, the degree to which the drug alcohol is required to make life more bearable or enjoyable?

The foregoing contributing factors are of a cultural character, the character of the culture in which one lives, and the character of the way one has learned how to enjoy life and solve its problems. This is why a prealcoholic or an alcoholic must forsake the alcoholic way and learn a truly wholesome, rational, physiological, and nondrugged way of enjoying life.

However, a physiological type of susceptibility exists to the immediate depressing (anesthetic) effects and to the addiction-producing effects of the drug alcohol. Some persons are more susceptible than others to these effects.

We shall first discuss the individual variations in the susceptibility to the

immediate depressing effects of alcohol, just as we do in the case of any other drug. When we speak of the lethal dose of a drug, to avoid misunderstanding, we speak of the dose which kills some stated percentage of a group of animals. The lethal dose 100 (L.D. 100) is the dose of the drug which kills all the animals. The L.D. 50 is the dose which kills one half of the animals. If a group of 100 rats are given an L.D. 50 dose, a few become sick and die quickly, and a few do not even appear to become sick, because some are much less susceptible than others. This same principle holds for a nonlethal dose of a drug. If a group of twenty persons of the same weight are given enough alcoholic beverage to cause the blood concentration of alcohol to rise to .05 per cent ($\frac{1}{2}$ drop of alcohol per 1,000 drops of blood) or more, the judgment and motor skills will be impaired in a few at a level of .01 per cent, in others at a level of .03 per cent, and in practically all at a level of .05 per cent. Thus, though all persons are susceptible to the depressing effects of alcohol, some are two or three times more susceptible than others.

The exact cause in each instance of the variation in susceptibility is not always known. The hormone or endocrine system, the nervous system, the nutritional condition, or the circulation may be involved.

Likewise, some persons are much more susceptible to the addiction-producing properties of alcohol. Now, however, the term "addiction" should be defined.

The best definition has been provided by the Subcommittee on Drug Addiction of the World Health Organization (WHO).²⁰

"Drug addiction is a state of periodic or chronic intoxication detrimental to the individual and to society, produced by the repeated consumption of a drug (natural or synthetic). The characteristics of addiction include: (1) an overpowering desire or need to continue taking the drug, to obtain it by any means, (2) a tendency to increase the dose, (3) a psychic and sometimes a physical dependence on the effects of the drug."

What is the relation of the drug alcohol to this definition?

An increase in tolerance to alcohol occurs, and there is a "tendency to increase the dose." The Alcoholism Subcommittee of WHO in the report of its first session in 1951²¹ states, "At this stage [loss of control], the subcommittee believes that a condition of addiction in the terms of that definition may be said to exist with the reservation that point (2) [a tendency to increase the

dose] is not necessarily present." In the second report of this Subcommittee in 1952 it was stated, "The proportion of alcoholics [addictive and nonaddictive] varies from country to country. . . . After a period of time an increase in alcohol tolerance may be noticed, i.e., the drinker requires a somewhat larger amount of alcohol than formerly in order to reach the desired stage of sedation."²²

A physical dependence and a psychological craving, or a powerful desire, develop. These are manifested in two distinct ways—one by the *signs and symptoms of withdrawal of alcohol* and their relief by alcohol, the other by the *relapse* which occurs after weeks or years of total abstinence. Withdrawal symptoms occur in a mild form and a severe form.

The symptoms in a *mild* form are those known under the general term of the "hang-over." Some of the signs and symptoms are headache, irritability or irascibility, tremors, irritable stomach, lack of appetite, heartburn, thirst, weakness, etc. A drink of alcohol is usually desired to serve as a sedative, or, as the drinker erroneously says, "a stimulant."

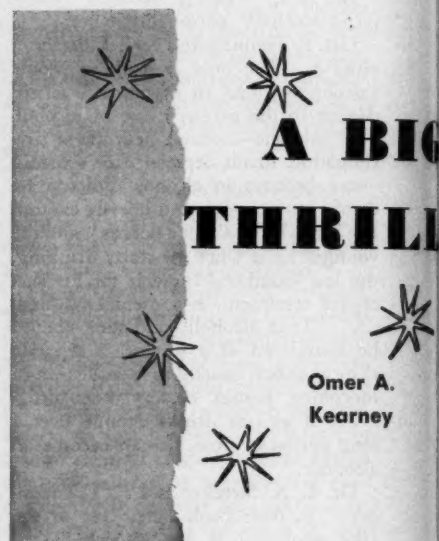
The signs and symptoms of the *severe* form are coarse tremors (shakes), marked weakness, nausea, exaggerated reflexes, fever and high blood pressure, convulsions, hallucinations (delirium tremens), with death occurring occasionally. These occur in drinkers who have consumed about a quart of whisky a day for thirty or more days, after which the consumption is stopped or suddenly reduced. These signs and symptoms occur when the whisky has been consumed with a good diet and a supplement of vitamins.²³ The severe withdrawal symptoms are prevented by the sedative effect of alcohol. They represent a *physical dependence*, an inability to stop drinking because of these distressing symptoms. As the symptoms of a hang-over are associated with a desire for a drink to relieve them, the signs and symptoms of withdrawal of alcohol after heavy drinking are associated with a powerful desire to prevent or relieve them. These severe withdrawal symptoms of addiction to alcohol "are more dangerous to the life of the individual than are any of the manifestations of the withdrawal of morphine."²⁴

The hyperexcitability of the brain can be demonstrated in rats which have been kept mildly intoxicated for two weeks and then the alcohol withdrawn. For example, before the alcohol period eight units of electricity applied to the brain were required to cause convulsions, during the alcohol period twelve

units were required because of the sedative or depressing effects of alcohol, and for the first two or three days after the withdrawal of alcohol four units were required.²⁵

The physical dependence, and/or the craving due to physical dependence, disappears after abstinence up to three weeks. So physical dependence, as just outlined, cannot be the cause of the relapse of the addicted drinker, or the fact that the addicted drinker can never become a moderate drinker.

After a period of from a few weeks to several years of abstinence, a latent or hidden residue of the persistence of addiction is manifested in some cases by a slow building-up of nervous tension which creates a powerful craving for a drink, and, once taken, there is a "loss of control" because counterpressures which acted as brakes before the drink no longer exist. In other cases this latent residue of addiction is manifested by a "loss of control," or an overpowering craving for another drink after one



drink has been taken under social pressure or by accident as the result of "spiked" punch at a party, by a doctor's prescription, or even at a religious service. This latent residue may be awakened by the effect or taste of alcohol even after a twenty-five-year period of abstinence.

The same situation apparently occurs in many weekend or periodic alcoholics. One drink results in drinking more and more, and the alcoholic goes on a spree or bout until stopped by gastritis or by confinement at home or in a jail.

The defect which heavy drinking has insidiously produced in the addict's

body and which, when one drink is taken, causes him to go on a spree, to commit "temporary suicide," may be due (a) to a metabolic defect now unknown or (b) to a psychological or mental abnormality. Either the alcohol has produced in the endocrine glands or in the nutrition of the cells of the brain or in other important organs some metabolic defect; or, more likely, according to present knowledge, it has produced or developed, as morphine does, a psychological or mental abnormality, which continues to exist in the once-addicted drinker even though abstinence has been maintained many years. Alcohol is a sedative drug producing specific effects on the brain, and once an addiction to the specific effects has been produced, one drink will reawaken the latent addiction or craving which leads to loss of control and the return of physical dependence.

Obviously, if the person had never taken the alcohol, the craving and dependence would never have developed.

probably the result of a combination of some subtle physical and psychological defect or dependence²⁵ caused by prolonged drinking.

Further Information Regarding Addiction

Withdrawal symptoms in animals are concrete evidence of the specific nature of addiction as a drug effect. Withdrawal symptoms unequivocally occur in the higher mammals.²⁶ A psychological-craving aspect of addiction represents a striving for the drug beyond or in addition to a physical dependence. And in this sense a craving for a drug has not been unequivocally demonstrated in any infrahuman animal. Chimpanzees have shown no desire for a drug after the disappearance of withdrawal symptoms. So relapses are characteristic only of man and cannot exist outside organized human society which permits the use of alcohol as a beverage.

The addiction-producing properties of alcohol are not as potent as those

taken to allay severe pain, more time is required to produce addiction.

Thus it is evident that persons vary in their susceptibility to the development of addiction to the opium derivatives. Also, it is a matter of common knowledge that persons vary in regard to their susceptibility to alcohol. Some individuals can take an alcoholic beverage with their evening meal for a lifetime without developing an addiction. At the other extreme, a few alcoholics become dependent after six to twelve months of drinking. Heavy drinking, usually for a decade in the average person, results in addiction. What percentage of alcoholics are addictive and nonaddictive drinkers is uncertain. But it is now generally accepted that there are 5,000,000 alcoholics in the United States (1957) and, according to the latest Gallup Poll,²² 60,000,000 of the 100,000,000 persons twenty-one or more years of age drink occasionally, moderately, or heavily. Thus, 8 per cent of persons ($5 \div 60 = 8.3$ per cent) who start to drink occasionally or socially become alcoholics and continue to drink regardless of the difficulties it causes.

It should be clear, then, that alcohol is addiction-producing, and that the susceptibility to addiction to alcohol is much less than that to the derivatives of opium. In regard to potency, this places the addiction-producing properties of alcohol somewhere between the opiates on the one hand and the tobacco habit on the other.²⁴ Yet, numerically, alcohol creates the largest narcotic-addiction-producing problem in Western civilization.²³

Conclusion

Some authors would like to persuade people to accept the erroneous view that anything but alcohol is *the cause* of chronic alcoholism. The sophistry of such a claim needs to be pointed out and emphasized. Such a claim is as erroneous as to claim and tell people that *Bacillus tuberculosis* is not the *cause* of acute and chronic tuberculosis, or that morphine is not the *cause* of morphine addiction. In view of the fact that alcohol addiction is numerically the largest narcotics addiction problem in the United States and Western civilization, it is an exceedingly dangerous and tragic misrepresentation of the truth to claim and tell people that alcohol is *not* the cause of chronic alcoholism and is *not* an addiction-producing drug.

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Joe Castigney picked me up on the way downtown a few days ago. As we drove along, he said to me, "This makes twenty-five days!"

"It sure does!" I answered, "but twenty-five days of what?"

"Twenty-five days since I quit drinking," he replied. "I've not been much of a drinker—just once in a while at parties; but I've quit."

"Well, I think that's fine, Joe," I said. "I congratulate you!"

"Yes, sir, and it has been real fun. When I'm at a party now I always ask for a soft drink in place of other drinks; and, do you know something?"

Here he paused and looked straight at me, while I fearfully looked at the heavy traffic surrounding us. But without hesitation he continued, "I think some of the other fellows are getting the same idea. I never sneered at a fellow who turned down a drink in a nice way; in fact, I really admired him. And now that I have joined that group, I'm getting a big thrill out of it. Yes, sir, I'm twenty-five days beyond the point where I've absolutely stopped drinking, and it's going to be a lot more days that will find me on the same road!"

A few minutes later as Joe let me off at our bank corner, I said to myself, "I believe Joe's got something there! I hope the idea spreads and brings the same big thrill to a great many more Joes, and Toms, and Dicks, and Harrys."

Summary

Addiction, or dependence on alcohol, is manifested first by the occurrence of distressing withdrawal symptoms due to a physical dependence. Having overcome this physical dependence by total abstinence, the addicted drinker relapses either (a) as a result of building up a nervous tension state due to a psychological dependence which commands relief by alcohol, or (b) as a result of social pressure to take a drink, or of the accidental drinking of alcohol. The nature of the latest residue of addiction, which persists for years, is

of morphine. The addiction-producing properties of morphine are not as great as those of heroin. Heroin is so addictive that its manufacture and importation are prohibited by the Government of the United States.^{24, 27, 28, 29} Addiction to nalorphine occurs faster than addiction to heroin, and in some cases it develops in two days.³⁰ Addiction to heroin may occur after three or four injections in very susceptible persons. Addiction to morphine may occur in five to ten days in the most susceptible persons, but it usually does not occur in normally stable individuals for twenty to twenty-five days.^{30, 31} If morphine is

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PATTERN FOR PARENTS

(Continued from page 11)

that all Republicans, or all Democrats, as the case may be, are crooks and swindlers; and at the same time we are conscious that those same persons are trying to conceal from the assessor the improvements they have made on their own property, or are attempting to evade paying the full amount of their income tax.

8. *Unexemplary Personal Habits.*—How inconsistent and absurd for par-

ents to drink and smoke while at the same time they feel that they must admonish their children to beware of the evils of drinking and smoking! How can they expect that their counsel will be heeded by their young people standing on the threshold of life?

Then mention should be made of those parents who laugh uproariously at lewd jokes or at lascivious performances on television. Why should such parents be shocked and condemn the

What Will You Do With Silence?

Katherine Davis

What will you do with silence?

We live in midst of sound.
There are not many times in our
own busy life
When silence can be found.

What will you do with silence?

Those early morning hours,
Ere the day with its turmoil and
problems begins,
While dew is on the flowers.

What will you do with silence?

The quiet evening time.
Will your soul be so filled with the
cares of the day,
Or will it rest sublime?

What will you do with silence?

The gift of God's sweet peace,
And to share a brief moment of
quiet with Him,
To bring your soul release.

younger generation for its precocity in sex? Consistency is a jewel which wins universal esteem in the minds of youngsters.

9. *Training in Spiritual Development.*—What efforts are you, as parents, making toward the development of your child's spiritual nature? Are you too busy, or too tired, to take your children to the Bible school and the morning church service? Instead, do you permit them during that time to loll over comic books or to listen to mystery stories?

This outline represents some of the demoralizing attitudes of parents which are common in many "good" homes today. Is it not logical to assume that children from these homes will demonstrate their uncertainty and mental confusion in delinquency and abnormal behavior?

"I BLEW MY TOP"

(Continued from page 17)

ing certainly is not the answer. It seems to me that the best approach is through prevention of public advertising of tobacco and intoxicating beverages in their various forms. If adult persons are determined to smoke or drink, let them do so and take the consequences, but let us not have any more of this high-pressure of young people to take up habits which assuredly will not do them any good.

As a matter of philosophy I am opposed to Government entering business policies; but when it comes to products which are deleterious to the health of our nation, I feel that the need for action overrides all philosophical objection.

There would be many arguments against such action by companies producing these goods. They point to the tens of millions of dollars which their products pay in taxes. What a fraud that is! All taxes ultimately are paid by the consumer, not by the producer. Since we are paying the taxes anyway, we could just as well pay them in some other form.

A great many arguments are urged describing the fate of the tobacco farmers. Actually, of course, for many decades to come, there will be a strong demand for tobacco both for domestic and foreign consumption. If, as expected, the consumption of tobacco products falls again, suitable substitute crops for tobacco growers can well be found. In passing, it may be said that the growing of tobacco is unusually hard on land.

However, regardless of any cost involved, we need to take immediate and positive action to help protect the health and welfare of our young people. If they are determined to smoke or drink, they will find a way to do so; but let us not force them to do it!

You ask, What can I, as an individual, do about the issue at stake?

1. You can write to your Congressman, your Senator, and President Eisenhower, demanding that action be taken to prohibit advertising in any form of tobacco products and of intoxicants.

2. You can help in getting parental, religious, and educational groups to pass resolutions endorsing the plan of banning such advertising.

3. If all of us become sufficiently indignant to make our personal protest felt, we shall witness democracy in action.

Such vigorous, united effort will go far in saving the health and usefulness of our young people.



OPINIONS



Wise Relaxing

"For centuries, man has relied upon alcohol to resolve his difficulties and shortcomings. In its role as a relaxing agent, the drug has become an escape mechanism, and more problems are created than existed originally. It is the wise man who learns how to relax without resorting to Martinis."—Dr. Theodore R. Van Dellen, physician and columnist.

Nutrition and Drinking

"We have demonstrated beyond question dozens of times that in experimental animals the desire to drink alcohol is in a striking way a function of their nutrition.

"Well-nourished animals drink little or none; poorly nourished animals always drink alcohol at a high level. Animals deliberately made deficient in a certain food element will drink heavily, but will cease the drinking immediately when the missing food element is supplied."—Dr. Roger J. Williams, director of the Biochemical Institute of the University of Texas.

Do Church People Drink?

"We know that approximately four out of every five church people participate in the use of alcoholic beverages to a greater or lesser degree."—Rev. Robert H. Menelly, church pastor, Kansas City.

Government Pressure to Drink

"Last time I went to Europe, one of our embassies sent me a bottle of whisky to my hotel. I returned it with thanks. In another capital, I was urged to go on a night-life party. I declined. When I'm on a junket, I'm strictly business."—A U.S. Senator, reporting to *Human Events*.

Nine Out of Ten

"Summing up the series of scientific investigations made for the legal profession during a six-month period, we find that liquor is involved in nine out of ten cases."—Andrew J. White, director of motor-vehicle research, New Hampshire.

Billy Graham Suggests to Parents—

1. Take time with your children. Your children not only require a great deal of your time, but they long and hunger for it. Perhaps they don't show it and express it, but that hunger and longing is there just the same. Be a pal to your children. Love them. Cut out some of your so-called important engagements and make the center of your social life the home.
2. Give your children ideals for living. Teach them moral and spiritual principles from the very beginning. Show them that only the morally right actually attain the basic things of life.
3. Set your children a good example. Many parents preach to their children, but do not set a good example daily in front of them. . . .
4. Have a lot of activities planned for your children. Plan things together as a family. Make room for a lot of family socials, such as picnics. Make the home so interesting and delightful that your children will want to stay home; then they will never miss the thrill pranks that so many youngsters are engaged in today.

Women—Target for Today

"Nursing mothers constitute a large market. . . . Every year millions of American mothers nurse babies. Imagine what an insurance policy on the continuance of the brewing industry the brewers would write if they could design advertisements to capture a considerable part of this market. It would be pretty difficult to dislodge an industry that had sold itself to American mothers."—*Brewery Age*, February, 1936.

"Now I'm going to talk about How to Sell More Beer—and I Mean a Lot More! It's easy, if you go about it the right way.

"The place to sell more beer and ale is in the home—home consumption. That means sell women. Women do 90 per cent of the shopping! Work with the grocery store and supermarket. Possibilities stagger the imagination! Why, you don't even have any competition.

"Promote beer as beverage at mealtime. Beer is food. Have the grocer give women a little booklet showing typical family meal combinations with beer—delicious, mouth-watering combinations, . . . and 'How to Serve.'"—*Brewers Journal*, January, 1949.

"Let's face it—women control the purse strings of the nations; therefore, it behooves us to cultivate them. . . .

"This Woman of Today will not stand still for the product of a producer who makes no effort to curry her favor; she wants to be recognized as the potent force that she is. Whether she be mother, homemaker, wife, businesswoman, she wants to be recognized for having judgment, brains, and intelligence. You cannot fool this woman of today. Remember, the old saying is still true, the woman is always 'way ahead of the man even if she doesn't shout about it.

"The market is there; it is a ripe, rich, fruitful market. The manufacturer's cash registers can ring up many more sales if he handles this market wisely."—*The Server*, Dec. 14, 1953.

"I have never indulged in alcohol or tobacco, so I can't give a personal account of their results, but during my thirteen playing years with the Maple Leafs, plus my off-season salesman position, I have seen fine athletes and careers unnecessarily shortened and businessmen making fools of themselves by indulgence in alcohol. Neither drinking nor smoking can do you any good, and can do untold harm, so why indulge?"

"Neither do I approve the popular belief that in order to sell, you have to drink with your customers. In fact, I have found it to be just the opposite, for the intelligent businessman shows more respect for the total abstainer."

Ted Kennedy



One of the fastest games in all the sports world, ice hockey requires the best of a player's performance and his quickest and most alert reaction. Ted Kennedy, of the Toronto Maple Leafs, is known for his fulfillment of these requisites. Receiving awards for top achievement is nothing new to Ted, for from the time he first put on skates he has given his best, a best undiminished by damaging habits of personal living.



